

MAD

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ALFRED "E STREET" NEUMAN
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LIVE/1987

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OF MONEY JACK FLASH GOT MARRIED STRANGERS



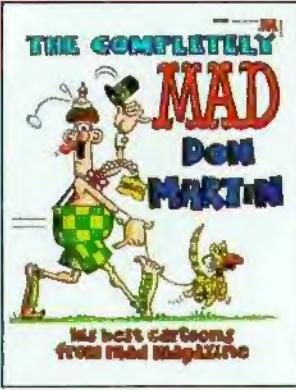
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MAD

"Why is it that things always look greener in the other guy's wallet?"
—Alfred E. Neuman

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CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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"PERFECTLY
STRANGE"
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WHEN IT RAINS... ...IT BORES!



WEATHER OR NOT YOU LIKE DRY HUMOR, YOU'LL LOVE POURING OVER THIS ABSORBING MAD COLLECTION—SATURATED WITH MANY OF YOUR FAVORITES!

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LETTERS AND TOMATOES DEPT.



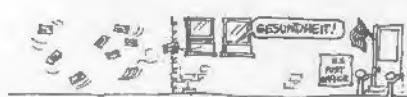
ALIENATED

I laughed so hard reading "Alienators" it gave me a STOMACHACHE... Uh-oh!

Bill Marchetti
Kingston, NY

Thanks for saving me a bundle! I hadn't seen "Ferris Bueller's Day Off," "The Karate Kid Part 2" or "Aliens." And now, thanks to your stupid satires, I don't want to!

Sam Stanke
West Salem, WI



DEVIL MAY CARE

Many have written you, telling you of the sarastic overtones and all-around garbage and stupidity always exposed to the unaware, innocent sheep that might read your trash.

I am God's holy messenger, sent by the father to warn you not to publish another magazine of this nature. If you do not heed this warning you will be severely punished.

I fully realize this is asking an awful lot of you, but like I said, it is the order of God that commands you to stop this desperately deed. A fool and his life are soon parted. Amen!

Marion Sullivan
Brewerton, NY

Okey dokey!—Ed.

WE STAND CORRECTED

On your letters page in MAD #268 you printed a cartoon of Pres. Reagan on a tightrope. That cartoon ran in the *Durham Morning Herald* in August, 1983, a good SIX MONTHS before MAD #246 went to press. I know, because I DREW IT! So who's tipping off whom? Even under these circumstances, it's nice to have a drawing in the pages of MAD!

V. Cullum Rogers
Editorial Cartoonist
Durham Morning Herald

Ah ha! Just as we planned! You've fallen into our trap! We only claimed that we were ripped off so that you would come forward and receive your due recognition in a prestigious national publication such as ours. Now, truly, you will be remembered as one of the great cartoonists of our time. Congratulations!—Ed.



LATIN UP

The first time I saw a Latin word in MAD ("A MAD History of Communication," #224) I thought it was a fluke. But now I see THREE Latin phrases in the artwork of "Fearless Buller's Day Off" (MAD #268), and I'm suspicious. Are you guys more intelligent than you let on???

Neil A. Sheaffer
Casaday School Latin Teacher
Oklahoma City, OK

Yes, we is.—Ed.

ALL KEYED UP

I enjoyed your "Typewri-Toons" in MAD #268 as much as the originals you published in 1962. I can't wait for the third installment in 2010!

Philip Carone
Staten Island, NY

You and the millions of other loyal "Typewri-Toon" fans will be glad to know that due to overwhelming response, we've pushed up the third installment of this incredibly beloved feature from 2010 to 2007!—Ed.



"Golden Girls" Rue McClanahan, Bea Arthur, Estelle Getty and Betty White take a gander at our tarnished spoof of their hit series in MAD #263!

INTERCONTINENTAL BALLISTIC MISSIVE

I was inspired by your "Garbage Pail Adults" in MAD #265. Here is a drawing of my own. Enjoy it!

Heiko Drenenberg
West Germany

GARBAGE PAIL ADULTS



RADIOACTIVE RON

THE JOCK'S ON US

In the "MAD Guide to Various High School Types" you said jocks were dumb. Well I'm a jock and I make A's and B's mostly. So, what I want to know is, what would you call me?

Jeff Flanagan
Westlake Village, CA

What would we call you? A foolish, boorish, blithering, inconsequential, idiotic, over-dressed, tall, drooling, vapid quisling! But nothing personal! —Ed.



MORON MAIL

Has it escaped your attention that Wisconsin is the Cheese Capital of the World?

Dan DiLoreto
Rochester, NY

Your letter deserves no response.
Ooops—Ed.

Among the "Usual Gang of Idiots" I happen to like Dave Berg the best. His biting satire into our everyday lives is hysterical, yet it is provocative because it makes one think and reflect on life.

Scott Swanson
Naperville, IL

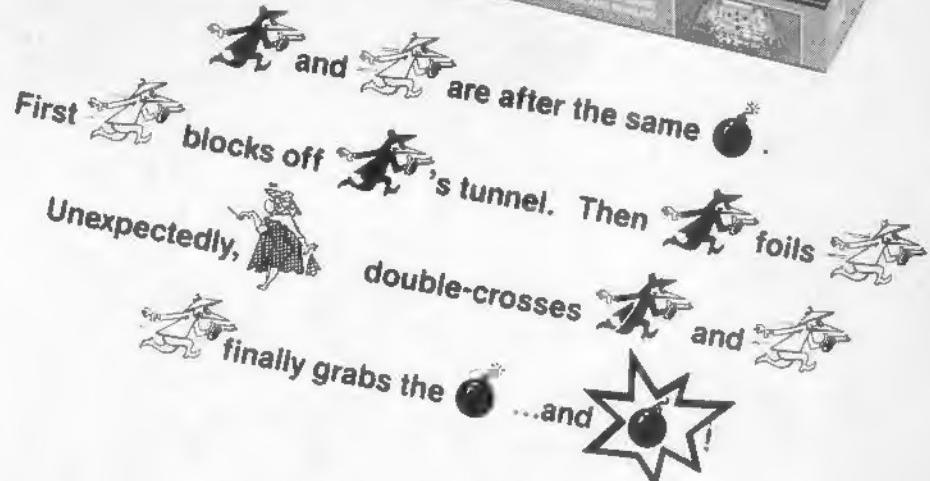
Good choice! Dave is our top idiot! —Ed.

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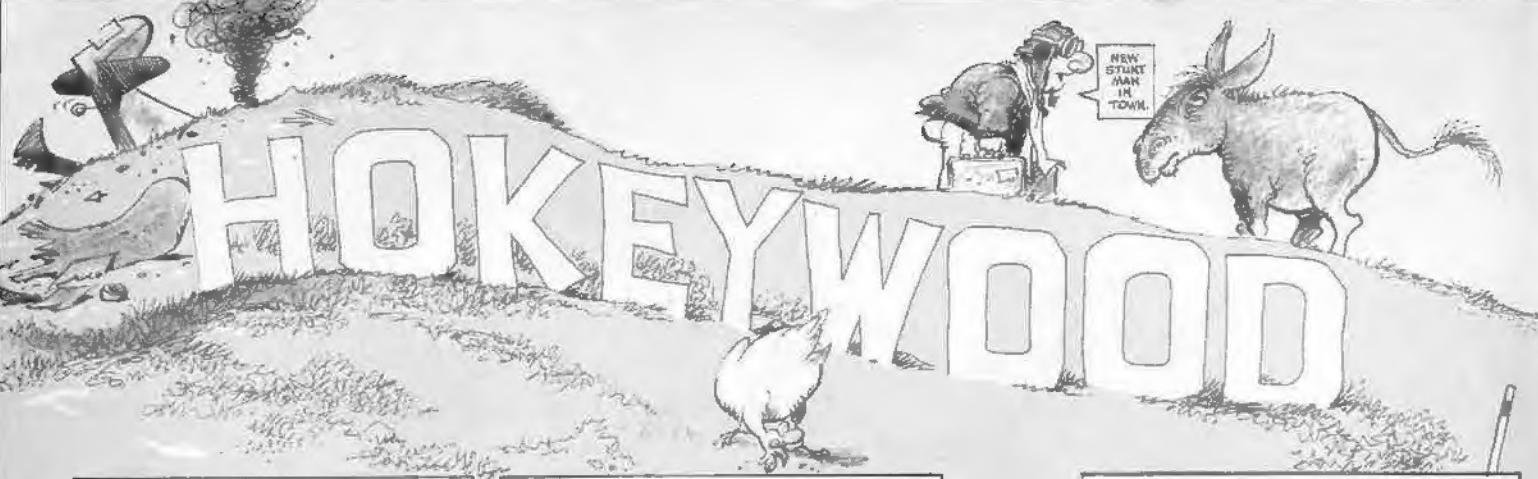
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You'll have a blast with this game of attack and counterattack, smuggled directly from the pages of MAD Magazine. Waiting to be detonated at a store near you! It's an offer you can't defuse!



I'm Kathleen Turnon. Lots of critics have said that my new movie, "Peggy Stewed," is just like "Back to the Future"! But really, it's different! "Back to the Future" was about a guy! "Peggy Stewed" is about a girl!

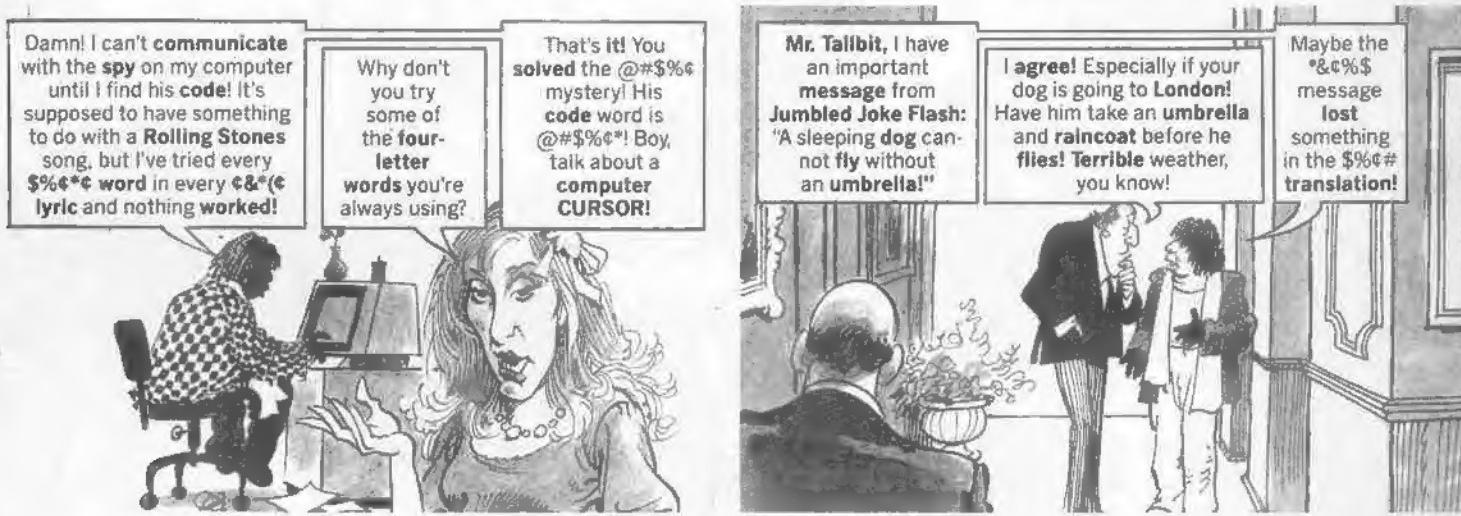
I'm Appalled Neuman! In my new movie, "The Color of Monotony," I take the corn I usually pop and sell (along with my delicious salad dressing) and put it on the screen, cleverly disguised as big-time entertainment!

I'm Tom Crude! When I heard that in "The Color of Monotony" I'd be playing a Pool Shark, I almost turned down the part! I thought it was a dumb sequel to "Jaws." Then I found out it was a dumb sequel to "The Hustler," so I jumped at the part!

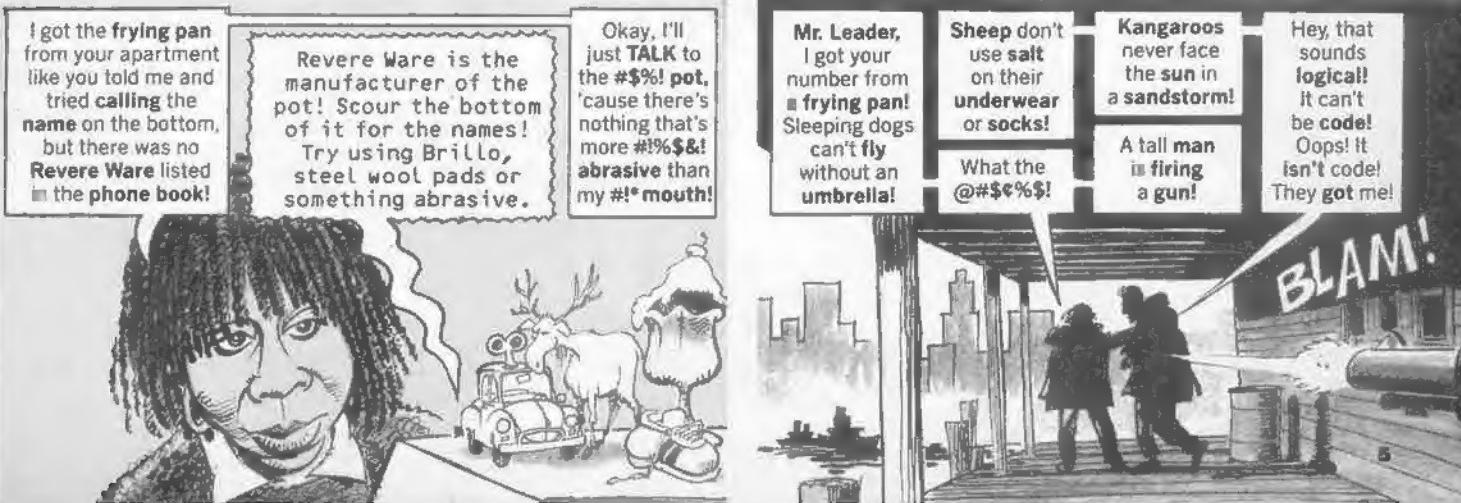


RAKING WHOOPI DEPT.

JUMBLED JOKE FLASH



WRITER: DICK DEBARTOLO



I tell you I was on the \$%\$% dock with a \$#@¢ whose number I got off a %\$#%\$ frying pan when he got @#\$c%\$%\$ wasted!

I've heard of getting phone numbers off phone booth walls and bathroom walls! But a frying pan?! Now that's kinky! And watch your language lady, there are men present!

What kind of police force is this? A man is shot and thrown in the Hudson River and I get arrested while no one examines the body?

Yecch! Who wants to touch anything dragged out of the Hudson??!



I'm with the Spunky Corporation. I'm the technical expert assigned to fix your computer terminal.

With a baseball bat??!
That's for openers. If the bat doesn't work, I have a grenade in my toolbox!



Hey, Joke, some guy posing as a repairman just tried to wreck my terminal!

That's spy biz! Listen, I have another favor. I want you to attend the Queen's Ball. Do you have a tuxedo?

No, but I have an evening gown!

An evening gown?!? Yipes! Are you a woman or is my life in the hands of some flaky transvestite?!?



She looks like a girl dressed like Diana Ross!

She looks more like a guy, dressed like a girl, dressed like Diana Ross!

Let's let her in before a girl dressed like Julio Iglesias shows up and they start singing a duet!



This episode of "Benny Hill" is a scream! He's always hilarious when he dresses in drag!

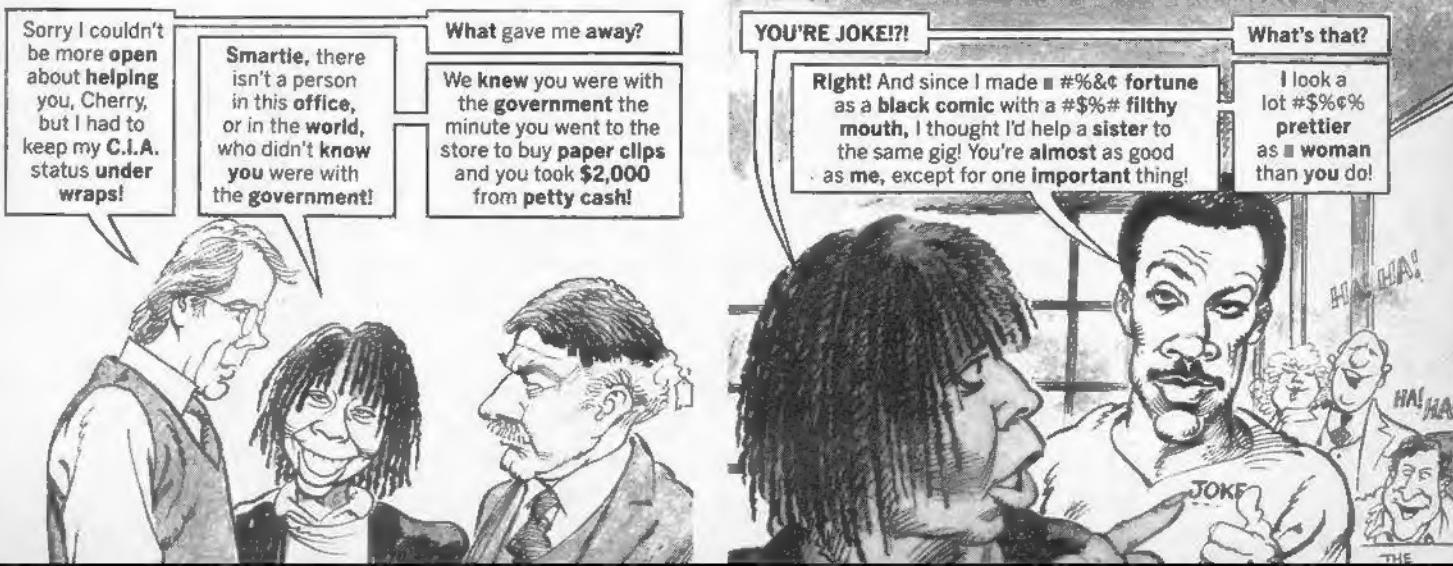
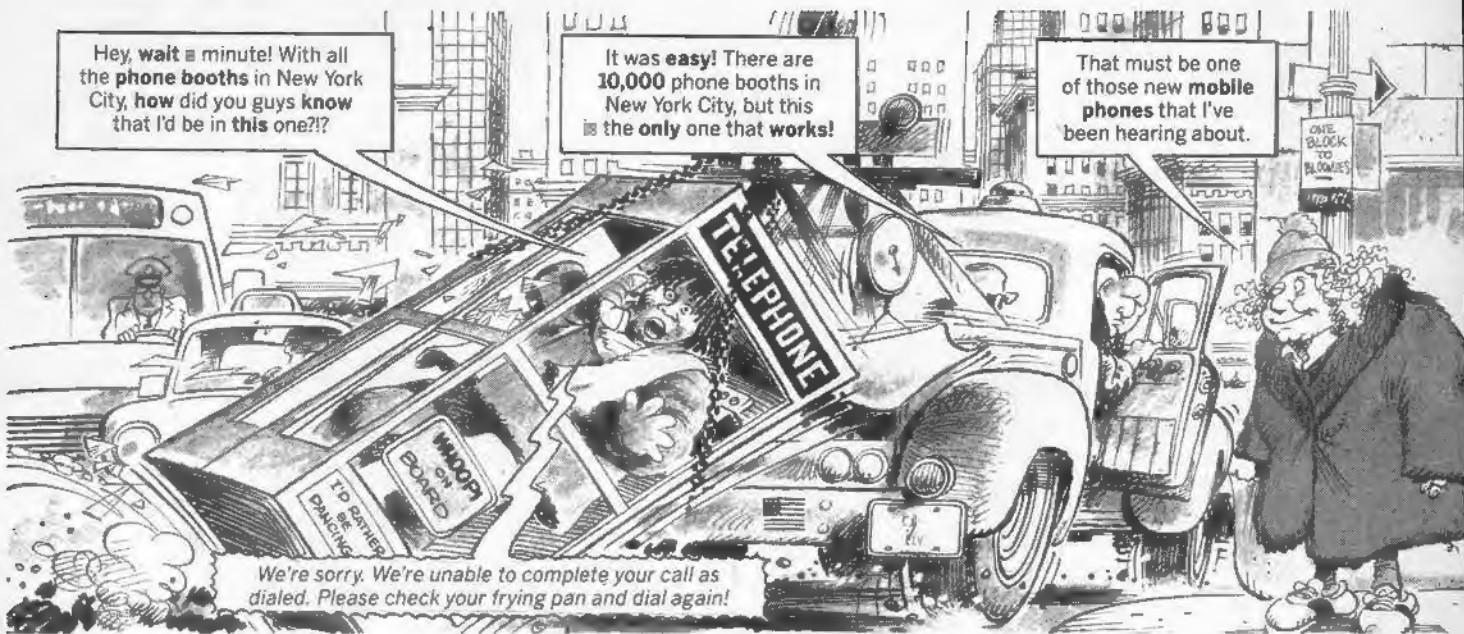
Yeah, but let's try to adjust the color on the set! It's way off!

Oops! My dress is caught in the #!@\$ British Consulate's paper shredder!



Someone must know I'm in touch with Joke and they came here looking for the code key! Damn! The sadistic son-of-a-#\$%\$ straightened up my apartment!





CRUISING FOR A NEW-MAN DEPT.

the Color of Monotony

WRITER: STAN HART

That kid's got some future as a pool hustler! If he teamed up with me, who knows what he could become in 20 years!

He could become just like you—a peddler of cheap, watered-down booze to sleazy bars!

PLAYIN' POOL IS RISKY BUSINESS FOR YOU 'CAUSE YOU'LL END UP LOSIN' IT.

Hi, I'm Past Eddie. Twenty-five years ago I beat the legendary Minnesota Farts and then I hustled pool all across the... Hey, why don't you stop wasting your time with that dumb thing and listen to me for a minute?

Dumb thing?! If I get good enough with this, maybe I can get in the Top Gun pilot's school!

Top Gun?!! Ah, ya dreamin', kid!

To get to the top, you have to be a student of people. For instance, you've got to know body language and watch for little signs that others might miss. Like your girlfriend here. Her body language would tell an expert she's got the hots for you.

How about something a little less obvious?

Okay, just by seeing the drool on my lips, an expert could tell that I've got the hots for her!

I might be old, but I still have it in the sack!

Oh, I don't know.

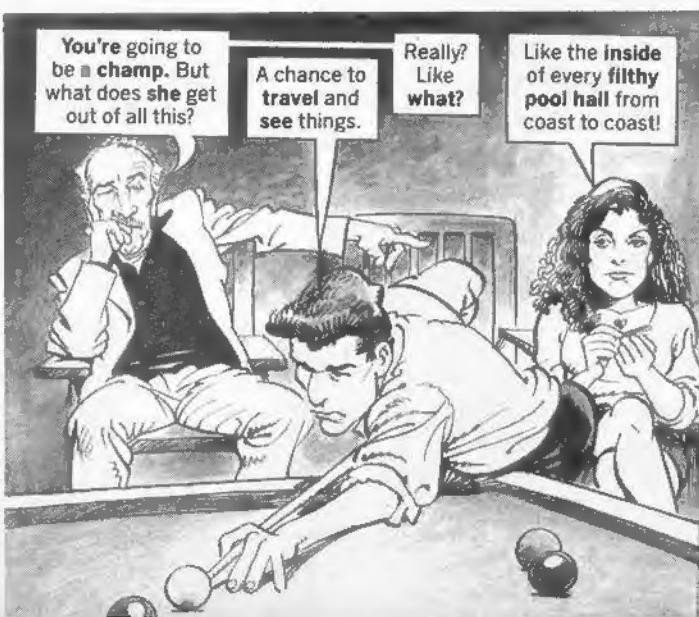
You kidding? When we made love, the earth moved, which is a bit more than I can say for you!

You're going to be a champ. But what does she get out of all this?

A chance to travel and see things.

Really? Like what?

Like the inside of every filthy pool hall from coast to coast!



Touring these filthy pool halls isn't so bad!
In just three weeks I've managed to cheat
people of every race and creed! Just
call me an Equal Opportunity Hustler!

HOCKEY
SCHTICK

CUE
SCHTICK

WOULD
YOU REALLY
TAKE MY
MICKEY,
MANTLE?

SPILL

You're
going to
Atlantic
City
without me.

Why
there?

Two reasons: one, there's a big
pool tournament he could enter;
and two, if he doesn't win the
tournament, he's pretty enough
to win the "Miss America" title!

THE
INSIDERS
→
THE
OUTSIDERS
←

Now that I've ditched the kid and broad,
I've got to get back in playing shape!
Then again, how much of an athlete do you
have to be to play pool? Actually the only
thing that I need now that I don't have is...

...Decent
eyesight!

How
is this?

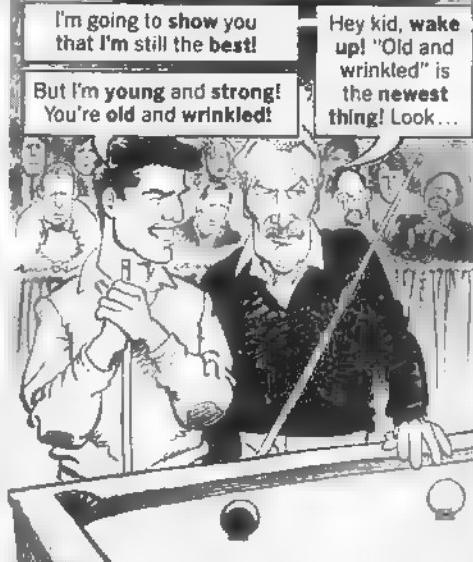
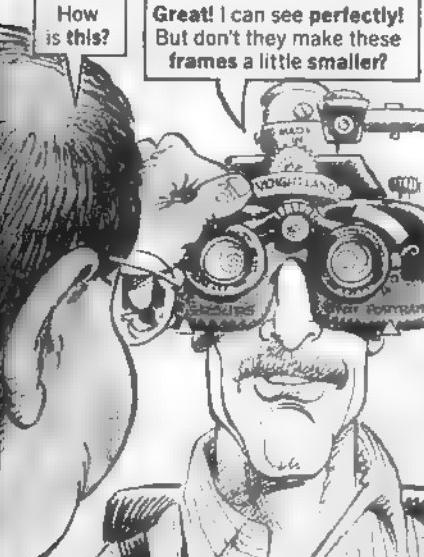
Great! I can see perfectly!
But don't they make these
frames a little smaller?

I'm going to show you
that I'm still the best!

But I'm young and strong!
You're old and wrinkled!

Hey kid, wake
up! "Old and
wrinkled" is
the newest
thing! Look...

Even Ol' "Minnesota
Farts" is doin' great!



TURNER BACK THE HANDS OF TIME DEPT.

PEGGY Got STEWED And Married

WRITER: STAN HART

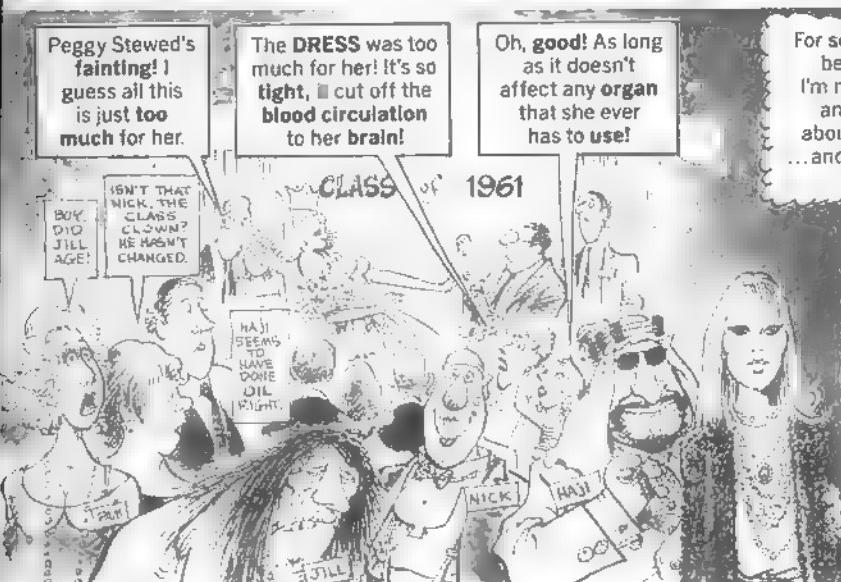


Peggy Stewed's fainting! I guess all this is just too much for her.

The DRESS was too much for her! It's so tight, it cut off the blood circulation to her brain!

Oh, good! As long as it doesn't affect any organ that she ever has to use!

For some reason which will never be satisfactorily explained, I have been transported back in time to 1960! I must remember that I'm now eighteen and not forty-three! It's great to be young again and be back in the good old days when I had nothing to worry about except SAT's... and acne... braces... and being flat chested... and living with insensitive parents... and... hey, get me out of here and back to the present!



What's gotten into Peggy Stewed? She smokes, gets drunk, and only thinks about having a good time while she neglects her responsibilities! Do you know what she's acting like?

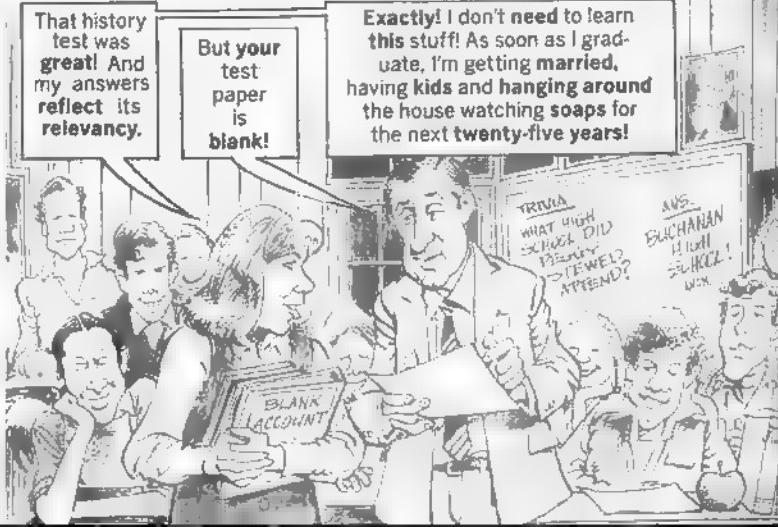
A spoiled teenager?

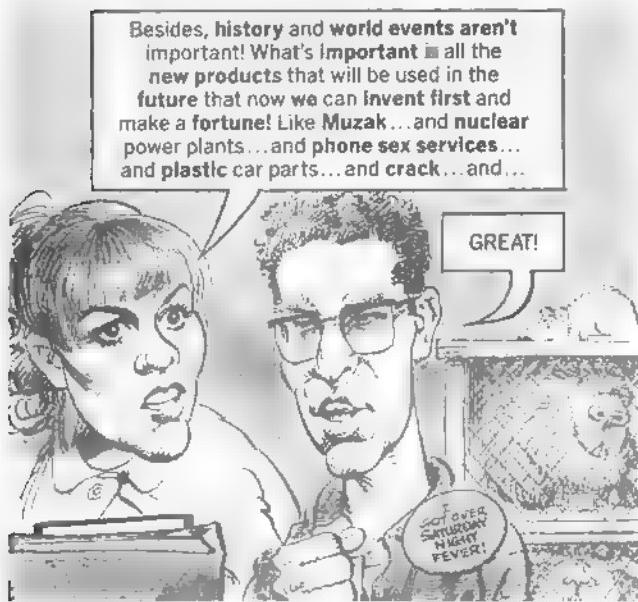
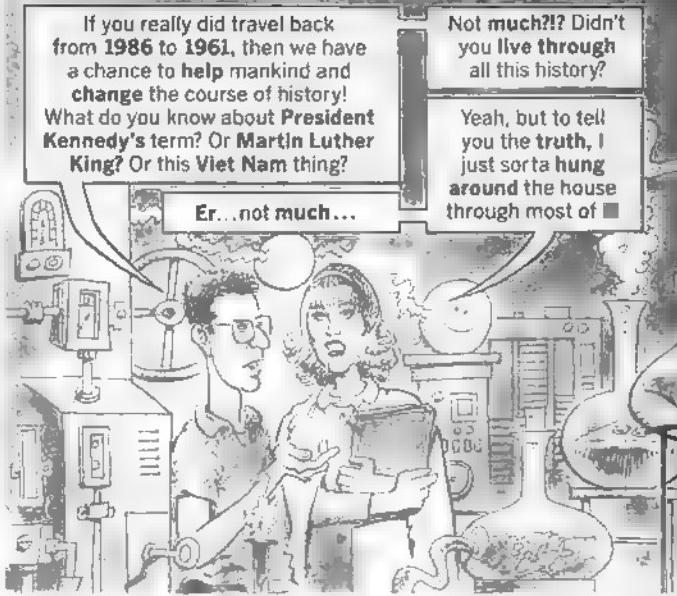
Worse! A suburban adult!

That history test was great! And my answers reflect its relevancy.

But your test paper is blank!

Exactly! I don't need to learn this stuff! As soon as I graduate, I'm getting married, having kids and hanging around the house watching soaps for the next twenty-five years!





Peggy Stewed,
I want
to marry
you and
change
your name
■ mine.

Won't having
two people
named Churlie
around the
house be
confusing?

Sure,
but
I'm
willing
to
sacrifice!

It can't work. You'll
be unfaithful to me
and have affairs
with one woman
after another!
We'll be miserable!

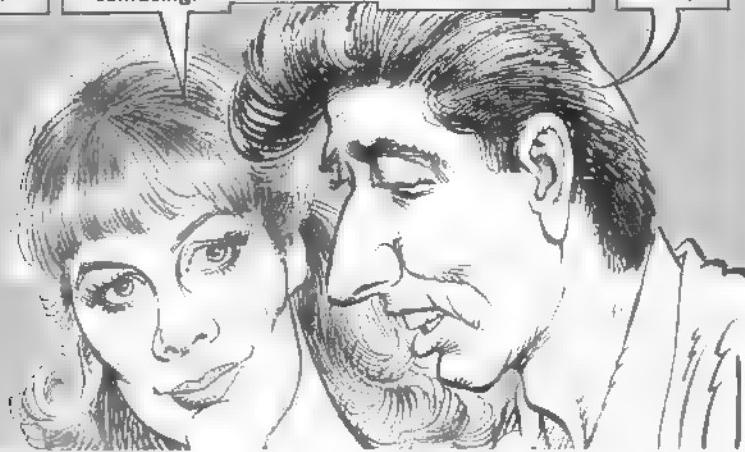
Speak
for
yourself!
That
sounds
great
to me!

Grandma, Grandpa, I've
travelled back in time!
I'm really a grown
woman with two teenage
children of my own!
Do you believe that?

We
do if
you
say
so.

That's
what
I
call
"love"!

The
doctor
calls
it
"senil-
ity"!



Peggy Stewed,
we're
sending you
back to the
1980's!

It's
not
going
to work!

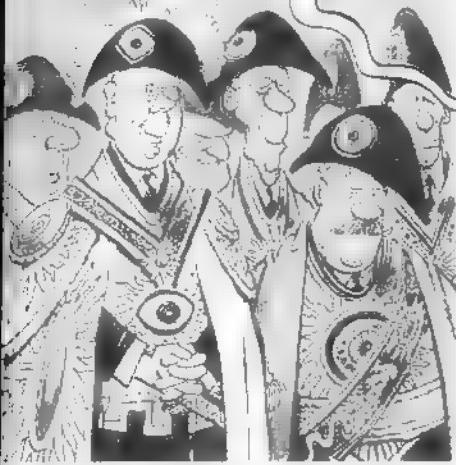
How
do
you
know?



Okay, Churlie, I
accept your mar-
riage proposal
despite ■ the
pain the future
holds for us.

Great!
We'll be a
typical
married
couple!

But we'll only be
happy for ■ short
time and then we'll
be involved in ■
bitter divorce.
What
could
be more
typical
than
that?

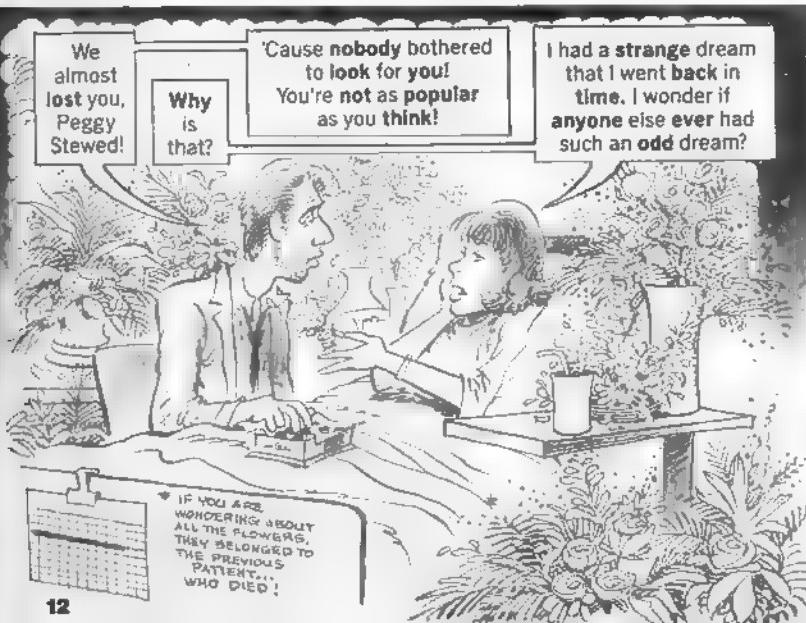


We
almost
lost you,
Peggy
Stewed!

Why
is
that?

'Cause nobody bothered
to look for you!
You're not as popular
as you think!

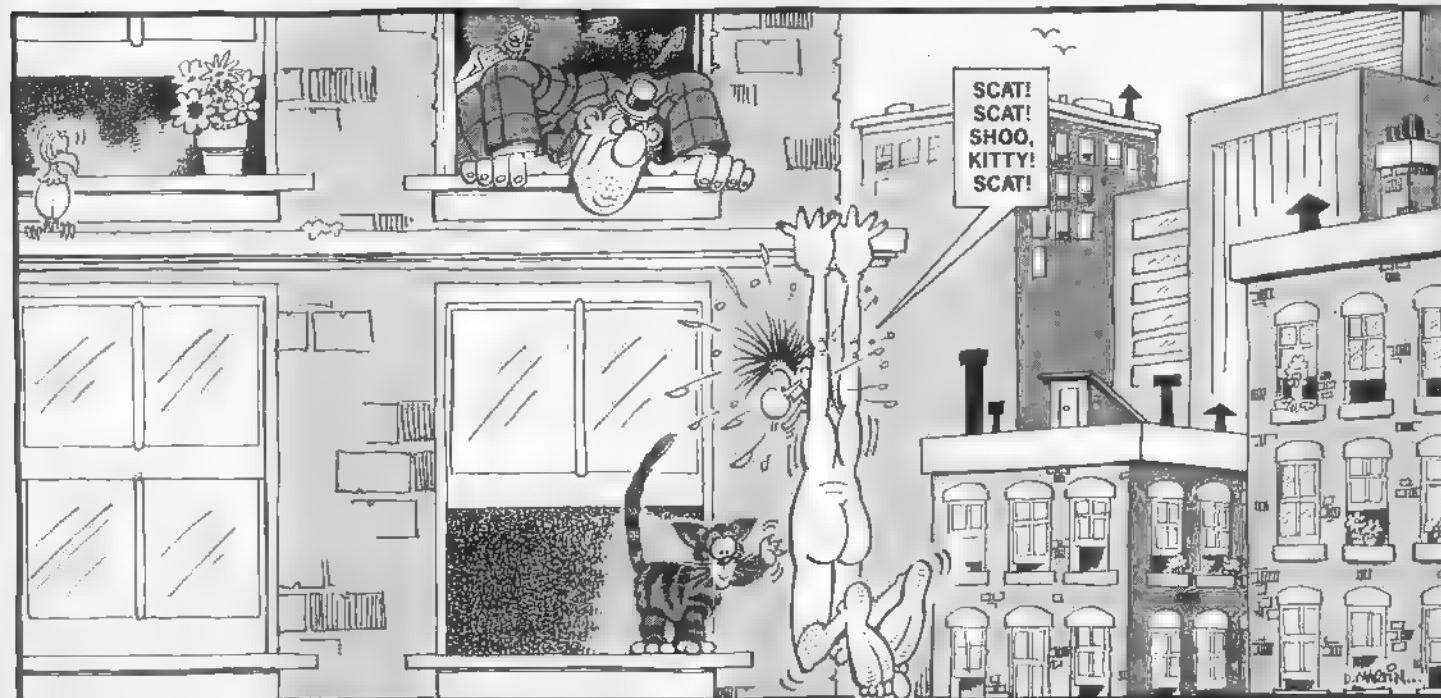
I had a strange dream
that I went back in
time. I wonder if
anyone else ever had
such an odd dream?



ARE YOU KIDDING???



ONE FINE MORNING ON EAST 69th STREET



Are Rock Concerts really as wild as people say? Are the accounts of crowds, rioting and drug busts really true? Is this introduction really necessary? For the answer, just fill in the numbered blanks from the corresponding numbered lists, and you'll have...

MAD'S ALL-INCLUSIVE DO-IT-YOURSELF ROCK CONCERT NEWSPAPER STORY



Thousands of 1 2 packed
3 last night to see 4 in concert.

Many fans 5 for more than ten hours while waiting
to 6 for a ticket.

Despite 7
8 and the occa-
sional 9 of 10 11
the promoters of the event
called it 12.



1

screaming
ripped-off
born-again
Bloom County
suicidal
toxic
whacked-out
slightly used
pregnant
molting
frigid
calcium deficient

5

stood in line
counted their toes
shouted pygmy oaths
chanted "DEE-fense!"
aged prematurely
licked Snickers wrappers
donned wet-suits
polished their nose-rings
wept openly
broke wind
swapped zip codes
fondled their ear lobes

9

arrest
flogging
hearing loss
death screams
melt-down
spraying
flossing
glassy-eyed stares
pre-soaking
poor penalty-killing
factory recall
painless removal

2

rock fans
teenagers
marmot breeders
Sandinistas
Bob Uecker look-alikes
boat people
amnesiacs
Trivial Pursuit players
owl worshippers
bed-wetters
DeLorean dealers
soothsayers

3

the City Auditorium
the Kingdome
Bernie's Car Wash
St. Patrick's Cathedral
the Oval Office
Buddy Hackett's hot tub
the Australian outback
a new Honda Civic
Ted and Rita's family room
the **K Mart** linens section
Lake Huron
the Exit 17 offramp

4

the Jacksons
Van Halen
Boy George
the Little Rascals
Kate and Allie
Botswana wife-swappers
the Dallas Mavericks
Mr. T's caterer
the Miss Bulgaria finalists
the last Civil War veteran
Casper Weinberger
a KGB double agent

6

pay \$30
sell their sisters
grovel shamelessly
lose their virginity
renounce Satan
give up breathing
sacrifice a beagle
betray their scoutmaster
sell their vital organs
give up their citizenship
pawn their phony Omegas
change their sex

7

a few outbreaks of
the usual
some harmless
post-Olympic
sloppy attempts at
authentic Haitian
precision-drill
the romantic lure of
the Reagan Cabinet's
some very creative
the lethal effects of
the distinctive odor of

8

rioting
terrorism
drunkenness
car-stripping
pillaging
nude break-dancing
possum worship
Karl Malden impersonations
silicone rejection
out-of-body retching
estate planning
parakeet training

10

unruly
off-duty
stoned
pre-Columbian
singles-bar
fur-bearing
Lucasfilm
Libyan-backed
reincarnated
moss-covered
cutesy-pie
splattered

11

punks
drug dealers
Sagittarians
nerds
welfare cheats
Unitarians
surfers
mercenaries
Cornhuskers
skycaps
Munchkins
centerfolds



12

"an unqualified success."
"a victory for good taste."
"more fun than Pearl Harbor."
"a vindication of greed."
"proof of God's love."
"an incredible waste of time."
"as significant as Flag Day."
"a triumph for Jerry Falwell."
"a glorification of self-abuse."
"as memorable as 'Lottery.'"
"a festival for degenerates."
"an answer to Communism."

TELEVISION



BERG'S-EYE VIEW DEPT.

THE LIGHT

FIRST IMPRESSIONS



AGING



ARTIST & WRITER:
DAVE BERG

R SIDE OF...

HABITS



Do you have a trying-to-quit section?

PHYSICAL FITNESS

There he goes, "Mr. Exercise Trend"! First it was jogging, then it was biking, and now it's back to jogging again!

No, it's still biking...

...but I forgot! I left my bike in front of the health food store and I have to run back to get it!



FASHION

That dress is you! Your parents will love it on you!

I'll take it home and show it to them! If they do love it...

...can I return it?



TRAVEL

Hey, Chuck, how was your trip to Paris?

Okay, I guess! One thing I noticed was that the French treated the English tourists very shabbily!

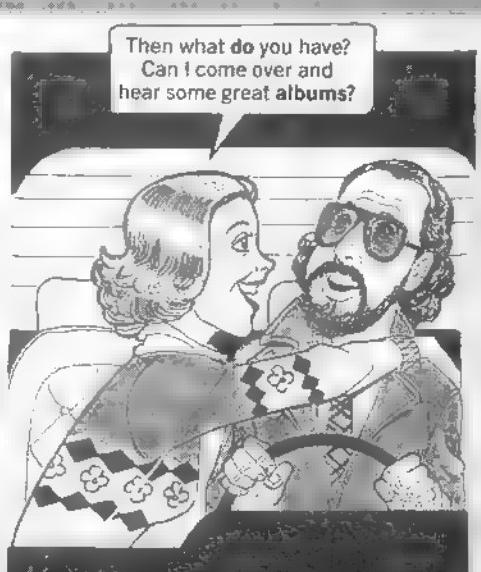
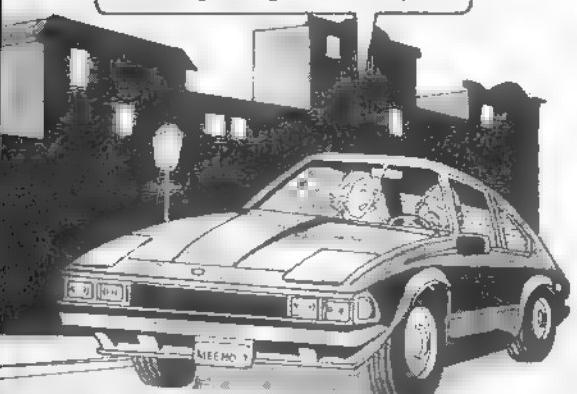


SEDUCTION

Let me give you a warning, Mitch—don't try to get me to your apartment with those corny excuses about watching some great video tapes!

I wouldn't do that! I don't even have a video tape unit!

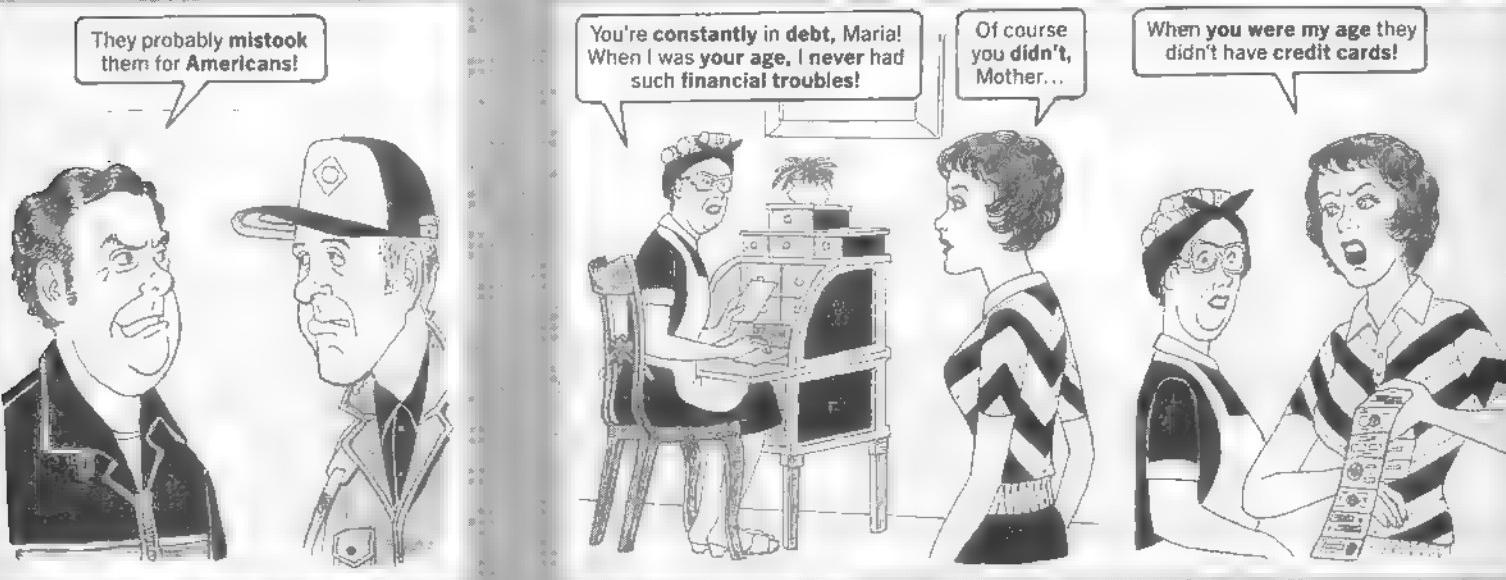
Then what do you have? Can I come over and hear some great albums?



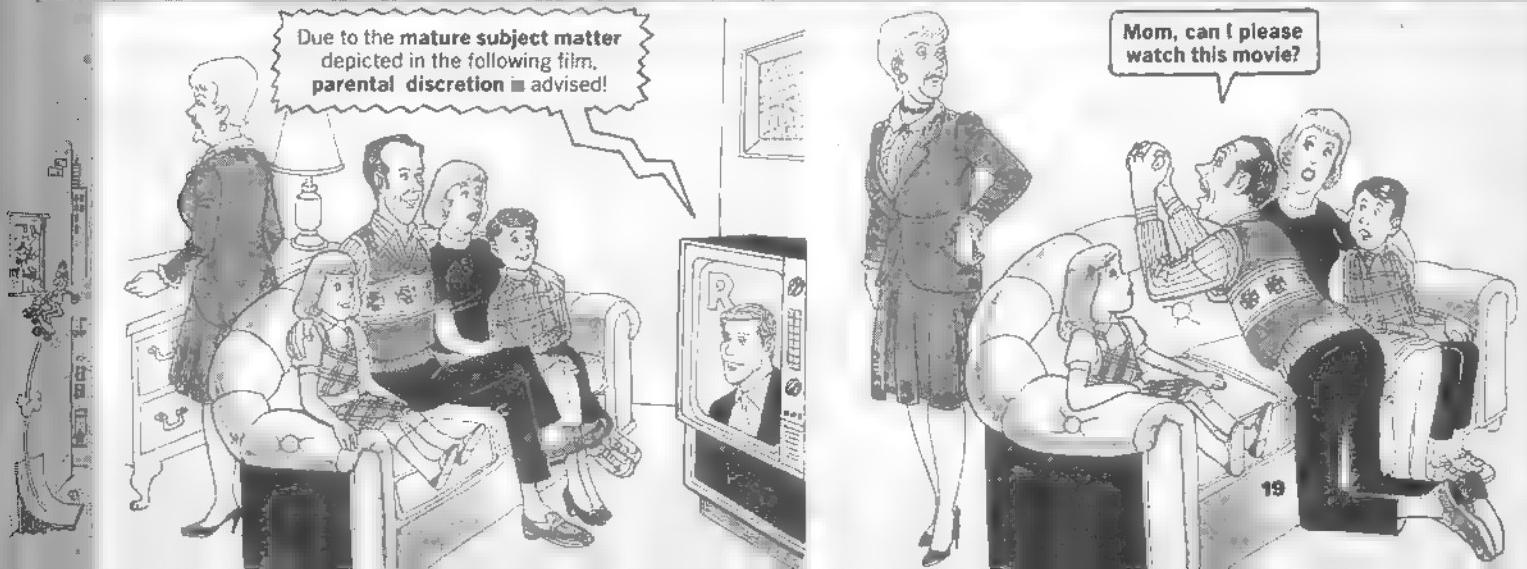
GOSSIP



THE ECONOMY



PERMISSION



ETHICS

Look at you! As soon as the weekend comes, you're up at the crack of dawn so you can go out and play your tennis!

Do you know many religions consider it a sin to play on the Sabbath?

So do I...

The way I've been playing lately, it's a sin whatever day it is!



HOMEWORK

I think I'm finally ready to start work! I've got my math book, my history book, my science book, my notebook...

Hold it! I forgot the most important book of all!

My TV Guide!



DOCTORS

This new treatment I'm starting you on is going to cost you \$500 initially and then \$300 a month for a year!

Yipes! That sounds like the terms for buying a new boat!

How did you know that's what I'm doing?



DISC-CLAIMERS DEPT.

A few issues back, MAD examined the issue of whether rock albums should bear special warning labels if they contain references to drugs, violence, obscenity, etc. We felt that it was a vital debate on a vital topic. We also felt that the article served a vital role in bringing this vital issue out into the open. And others agreed! Everytime we showed someone the article they kicked us in the vitals! But we here at MAD never flinch, so now we present with pride...



MORE BADLY-NEEDED WARNING LABELS FOR ROCK ALBUMS

WRITER: DESMOND DEVLIN

PRINCE AND THE R

EVOLUTION / PARADE



WARNING:
If you don't buy
this album, Sean
Penn may kick
your butt.



CAUTION: One of the songs
on this album is not about sex.



BEWARE: Attempts to understand this
group's name may cause cerebral collapse.

ATTENTION:

This may be your last chance to enjoy these artists before marriage turns all of them into wimps.





WARNING
These men sing
even worse than
they wrestle!



CONSUMER TIP: For those fans befuddled by Ms. Lauper's thick accent, an English/Brooklyn—Brooklyn/English Translation Kit can be purchased separately at the cash register.



CAUTION

1940 tunes like "That's Life" may not be your idea of Heavy Duty Rock.



EXTREME DANGER: Fleeting celebrity cashing in while he can.

WARNING

This album guaranteed to contain no harmony, no hits and absolutely no chest hair whatsoever.



BEWARE: Once popular group hanging on for those nostalgia bucks.

PHILIP
MICHAEL
THOMAS

FICKLE SINGLE OF FATE DEPT.

A MAD LOOK AT... People Even Lonelier Than

ARTIST: PAUL COKER



THE DIRECTOR OF THE
LEBANESE TOURIST BUREAU



AN 800# OPERATOR FOR
PHILIP-MICHAEL THOMAS'
GREATEST HITS



A FACT CHECKER AT
THE NATIONAL ENQUIRER



AN USHER AT
A "G" RATED MOVIE



A PLANNED PARENTHOOD
COUNSELOR IN VATICAN CITY



A VIDEO DISC SALESMAN



The MAYTAG REPAIRMAN

WRITER: MIKE SNIDER



A CHEVY DEALER IN TOKYO



MARVIN HAGLER'S HAIR STYLIST



THE CULTURE REPORTER FOR THE BAYONNE DAILY NEWS



THE 3RD BASE COACH FOR THE SEATTLE MARINERS



PRESIDENT OF THE SYLVESTER STALLONE FAN CLUB (MOSCOW CHAPTER)



THE VEGETABLE SALESMAN AT CHERNOBYL

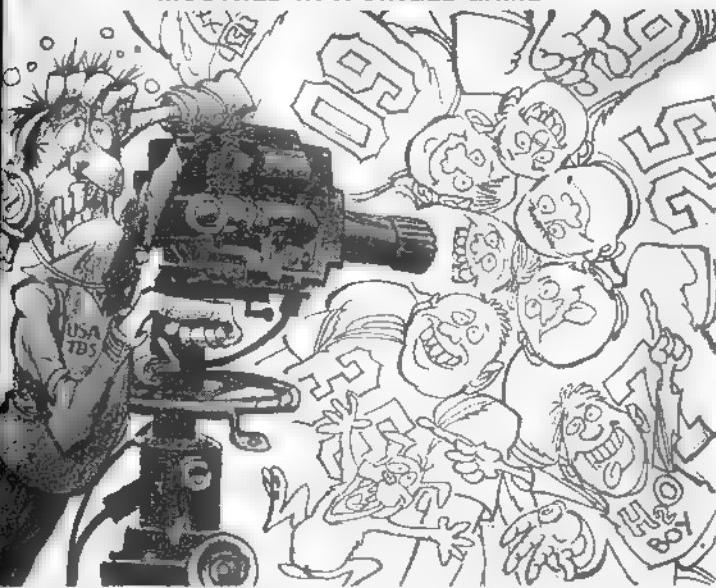
STAT'S ENTERTAINMENT DEPT.

Sure, we all know about batting averages, yards rushing, points scored and other useful sports records and stats. But what about those really trivial bits of data that TV has created by giving fans a close-up view of every single thing that happens both on and

MAD'S RECORD BOOK FOR

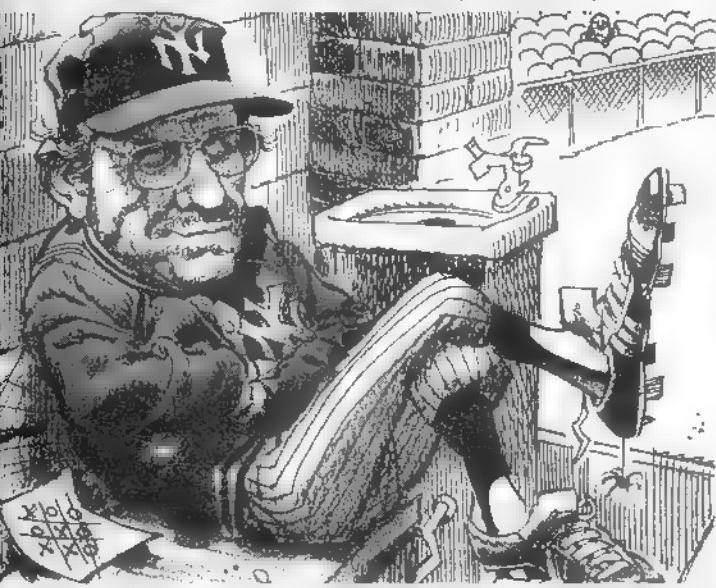
ARTIST: JACK DAVIS

MOST "HI MOMS!" SILENTLY MOUTHED IN A SINGLE GAME



429, by the Green Bay Packers, 10/5/81. This feat was made possible when all cameras except the one trained on the sidelines went dead, enabling the team to mug without interruption through the entire second half.

MOST TV SHOTS IN ONE SEASON OF A BASEBALL MANAGER DOING NOTHING



1,643, all involving Yogi Berra, New York Yankees, 1984. The total includes 509 views of Yogi seated with his arms folded, 398 walking to the water cooler and 736 walking back to his seat after getting a drink at the water cooler.

MOST ON-CAMERA SPITS DURING A SINGLE AT BAT



94, by Reggie Jackson, California Angels, July 18, 1985. The feat required Jackson's salivary glands to produce a phenomenal three pints of spit in under five minutes.

LONGEST TV EXPLANATION OF A SELF-EXPLANATORY SPORTS EVENT



Nine minutes, 43 seconds, by announcer Chris Schenkel in analyzing why bowler Nelson Furbish failed to knock down any pins after the ball slipped out of his hand and sailed into the spectator's gallery behind him.



off the playing field? There's a wealth of interesting but insignificant facts brought into our homes every time we turn on and watch a sports broadcast, and since none of us had anything better to do with our time, we decided to sit down and collect a few, in...

TELEVISED SPORTS—VOL. I

WRITER: TOM KOCH

MOST TELEVISED PRACTICE BOUNCES BEFORE ATTEMPTING A FREE THROW



61, by Sherman "Sky Hook" Nimbus, Boise Boys, 12/15/81. The total does not include 83 additional bounces not seen on television when the station cut away for a commercial break while waiting for Nimbus to shoot. (Note: he missed.)

MOST GRAMMATICAL ERRORS MADE BY AN ATHLETE IN ONE PRE-GAME INTERVIEW



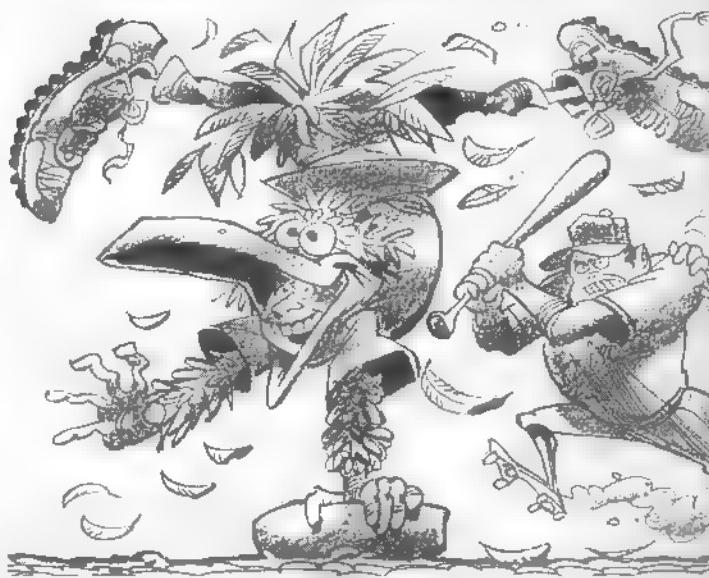
Seven, by Digby "The Dim" Zufk, Alaska Normal, 1986. When asked a question by Bob Costas, Zufk responded by saying, "I ain't done got no drug problem what I don't got under control anyhowse."

MOST BEDSHEET SIGNS PRAISING NETWORK BROADCASTERS SHOWN IN A SINGLE GAME



49, on *Monday Night Football*, Oct. 12, 1974. This was also the same game in which Frank Gifford, Howard Cosell and Don Meredith all neglected to tell the audience which team won.

TOTAL TV TIME WASTED SHOWING OFF THE ANTICS OF A TEAM MASCOT, ONE SEASON



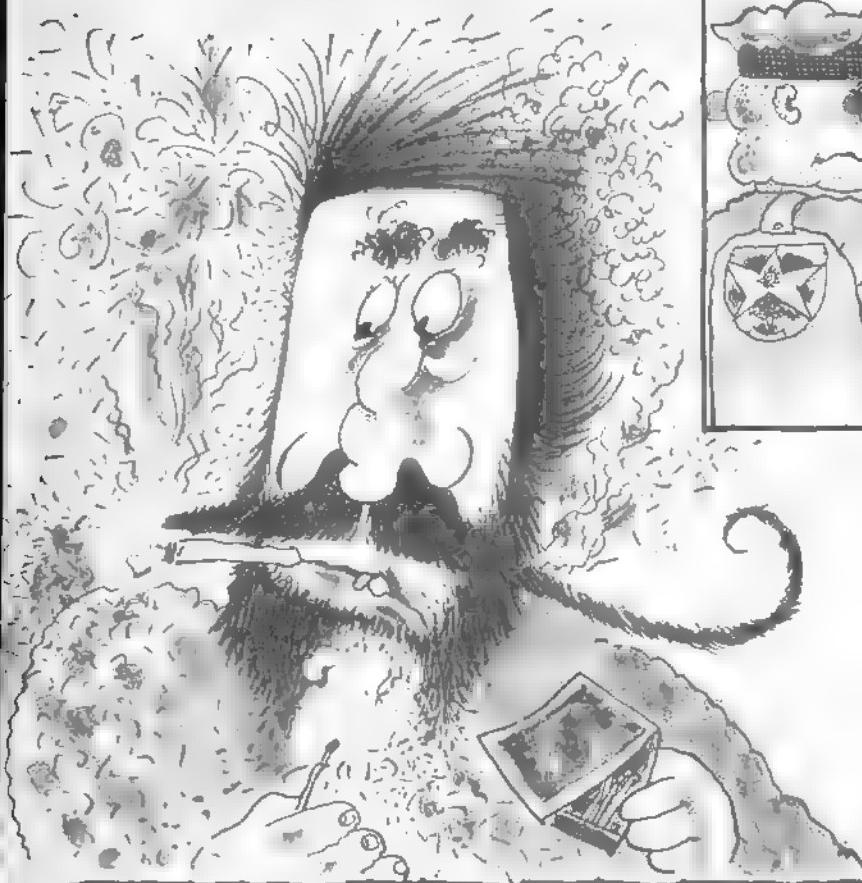
34 hours, 26 minutes, 19 seconds, set by the San Diego Chicken, 1979. Philly Phan claims nine minutes more, but that figure includes TV coverage of rescue efforts to get him out of his costume when his zipper stuck in 1984. 27

PAINS IN THE ASH DEPT.

Sure, you already know about lung cancer, emphysema and heart disease, but what about the...

OTHER DANGERS OF

THE INVOLUNTARY BEARD AND MUSTACHE SINGE



THE SPRINKLER SYSTEM SET-OFF SOAK



THE HIDDEN CIGARETTE INTERNAL COMBUSTION



THE PIPE-IN-POCKET BURN-OUT



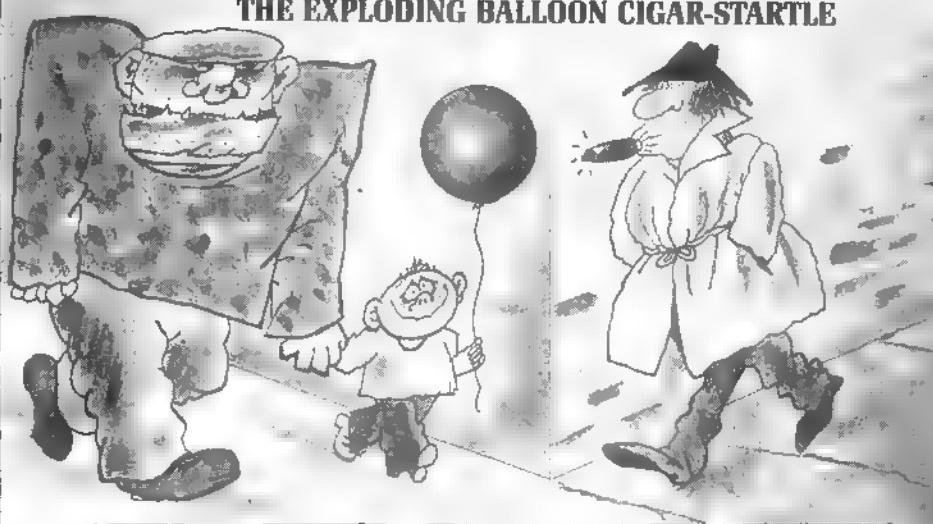
SMOKING

SURGEON GENERAL'S WARNING:
Smoking This Article May Be
Hazardous to Your Health

THE FILTER TIP LIGHT-UP FLASH



THE EXPLODING BALLOON CIGAR-STARTLE



THE STUCK BUTT LIP-STRETCH

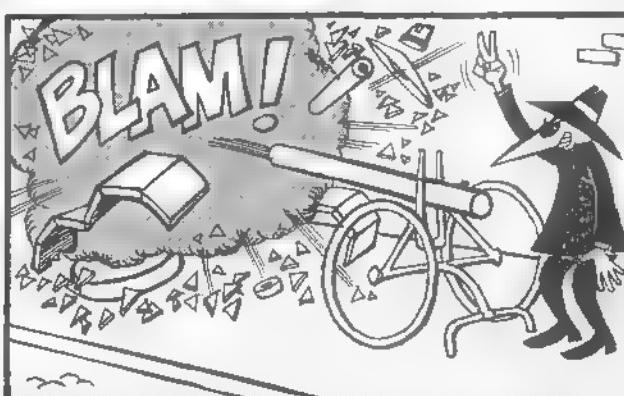
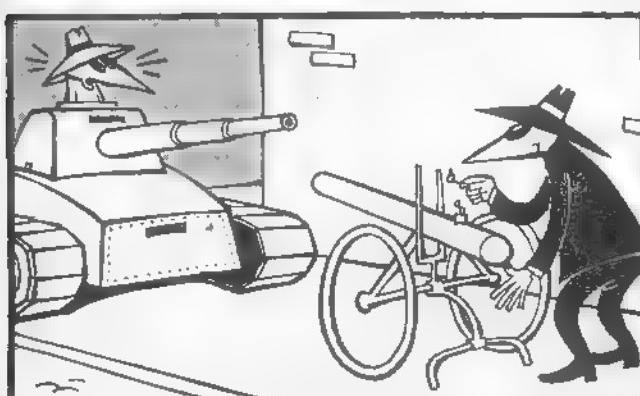
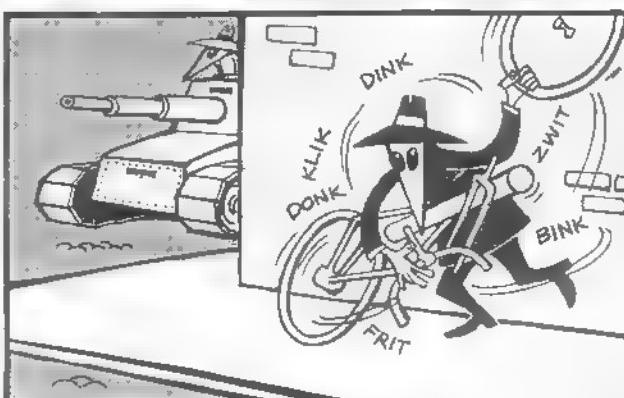
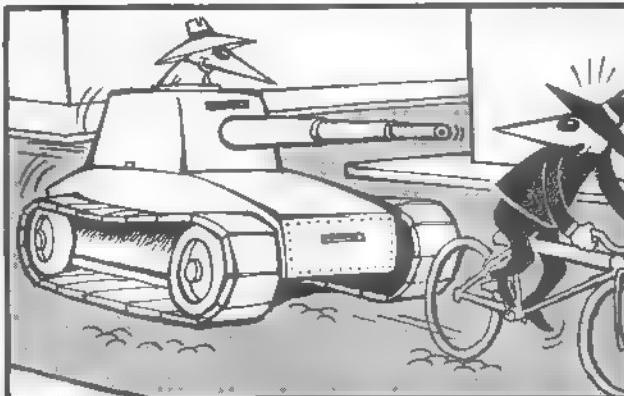
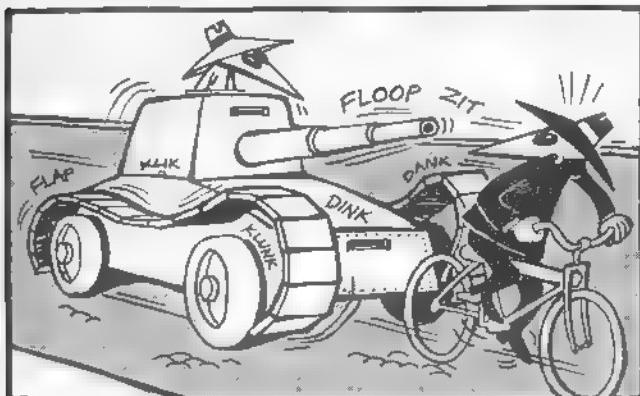
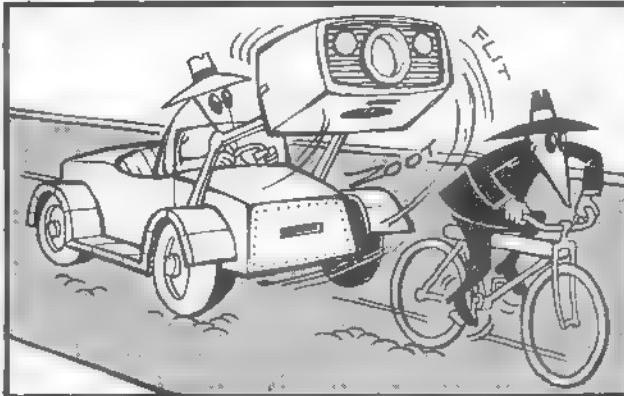
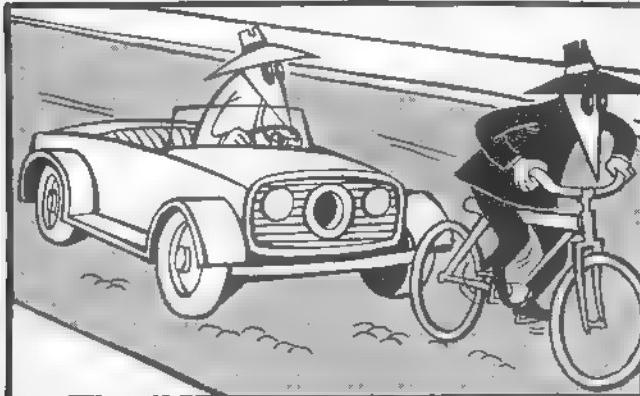
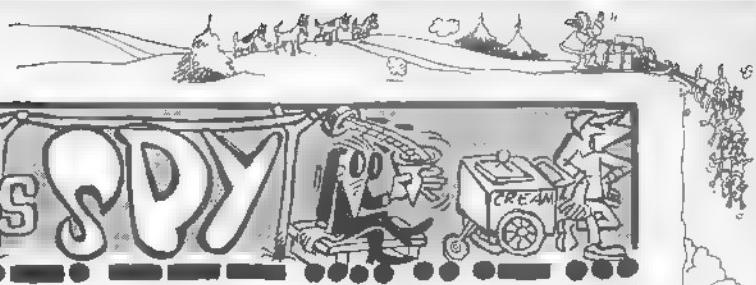


ARTIST AND WRITER: PAUL PETER PORGES

THE DROPPED ASHES FLAME-UP



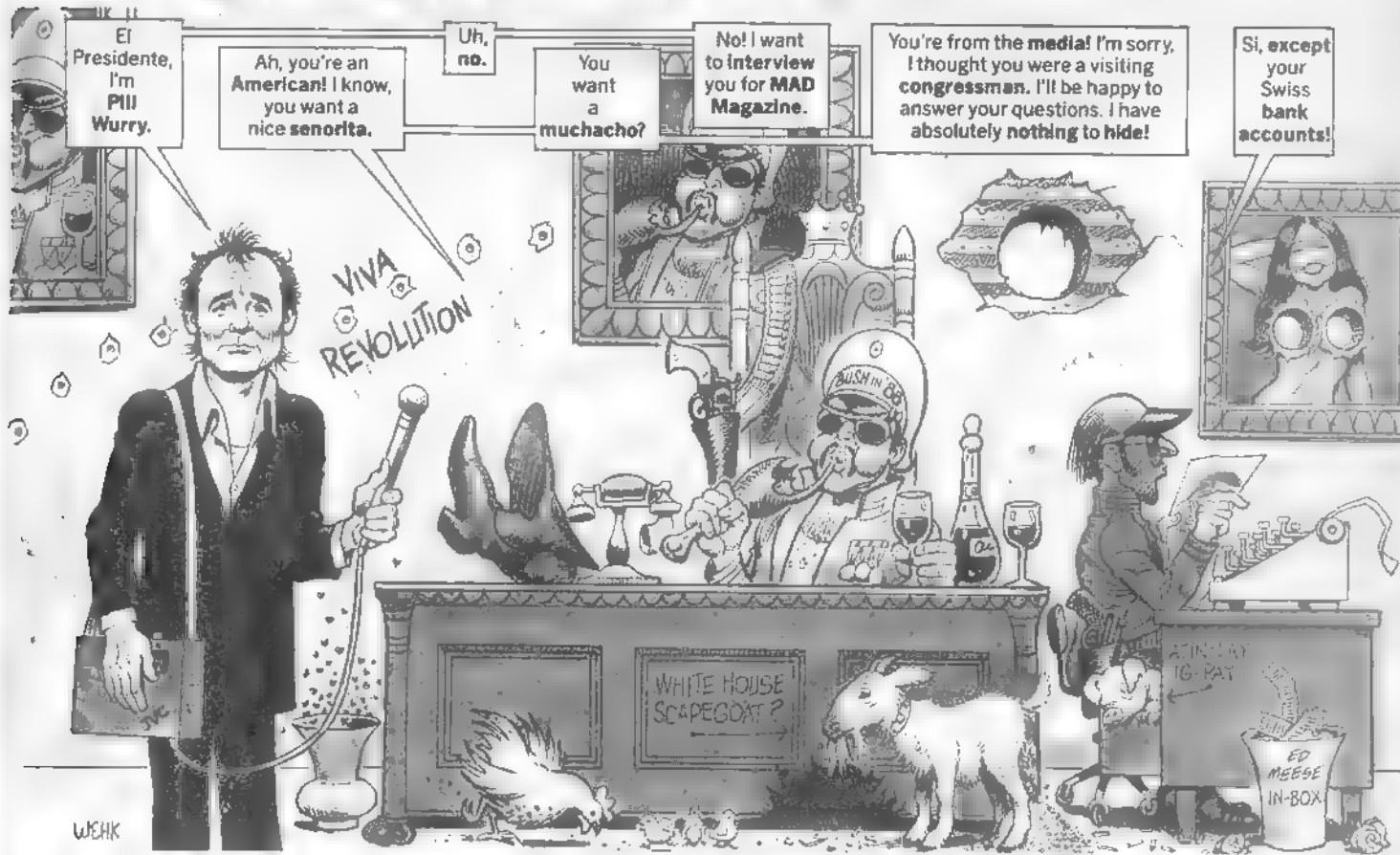
PORGES



MILITARY COUP-COOS DEPT.

Many Americans are deeply concerned over our ever-increasing involvement in Central America. An even greater number are concerned with who's the father of whose baby on *Dynasty*! Reading this article ain't gonna shed light on either of these problems, but join us anyhow as we interview Generalissimo Toro Manuro, of the Republic of El San Banana, who has been selected as Mad's

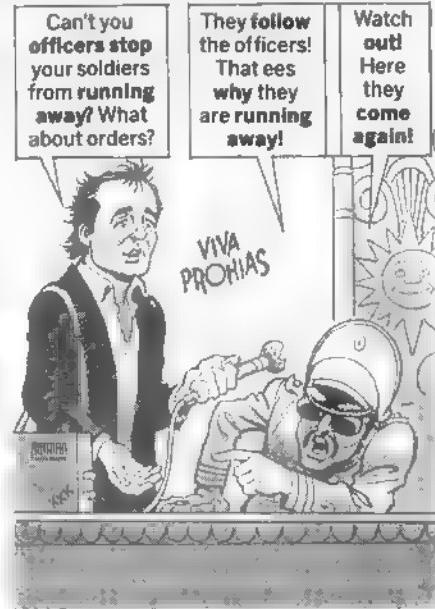
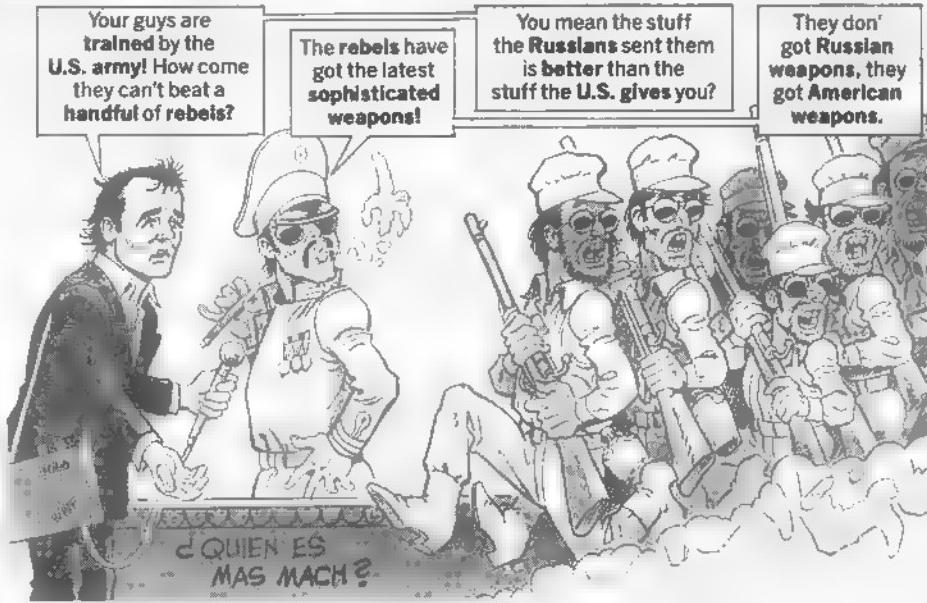
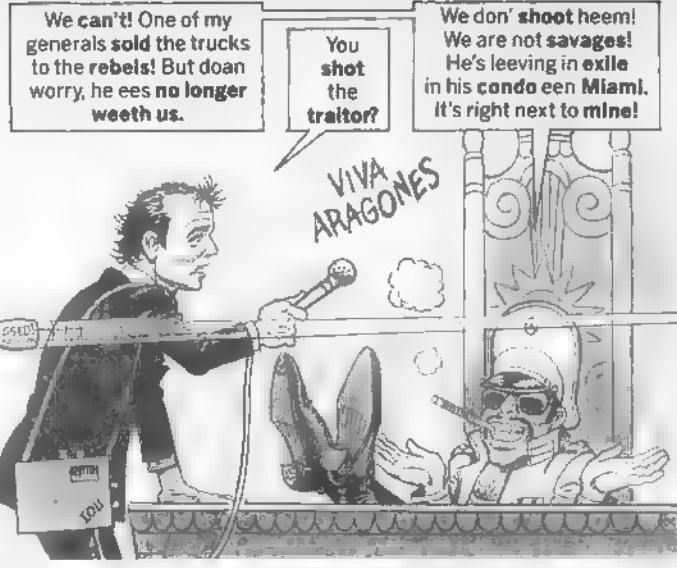
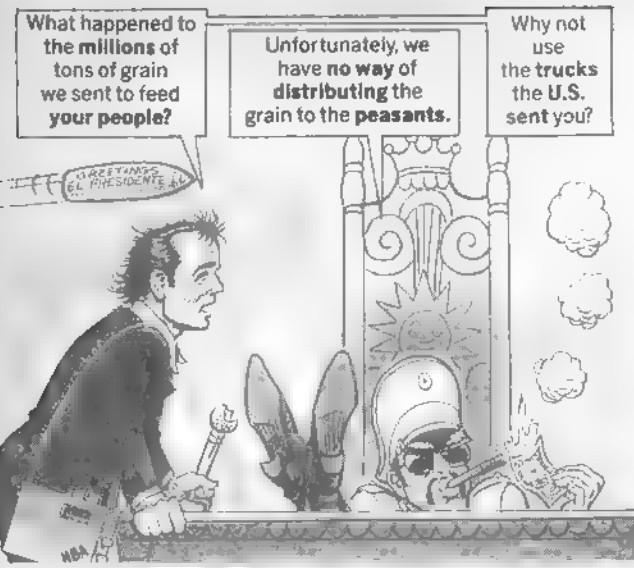
BANANA REPUBLIC DICTATOR OF THE YEAR

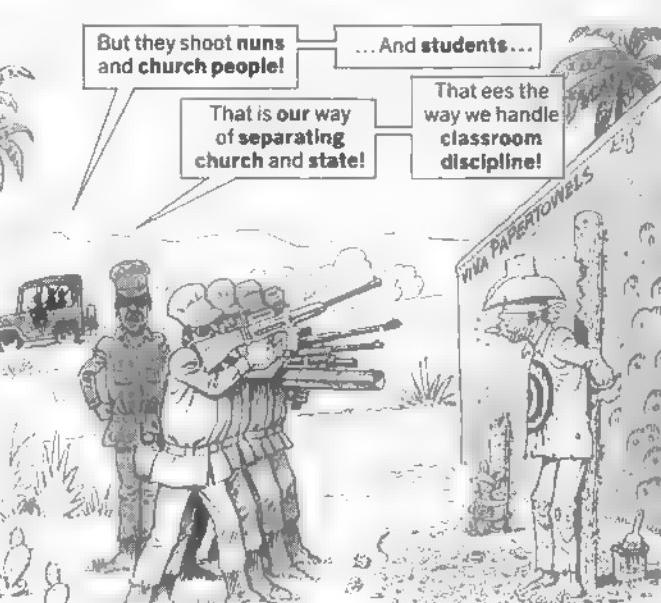
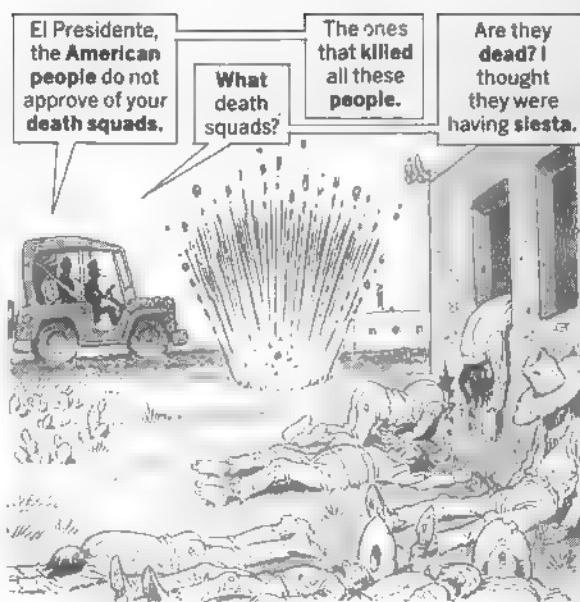


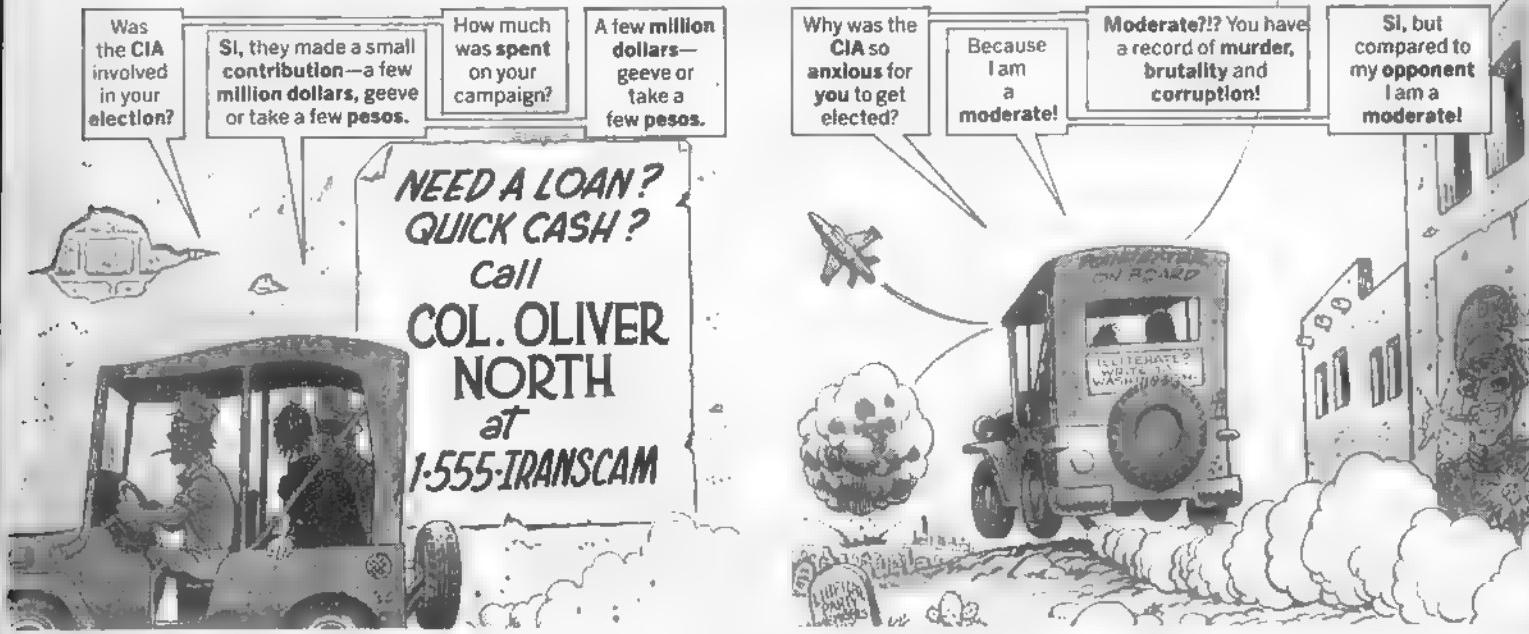
ARTISTS: WILL ELDER AND HARVEY KURTZMAN

WRITER: LOU SILVERSTONE

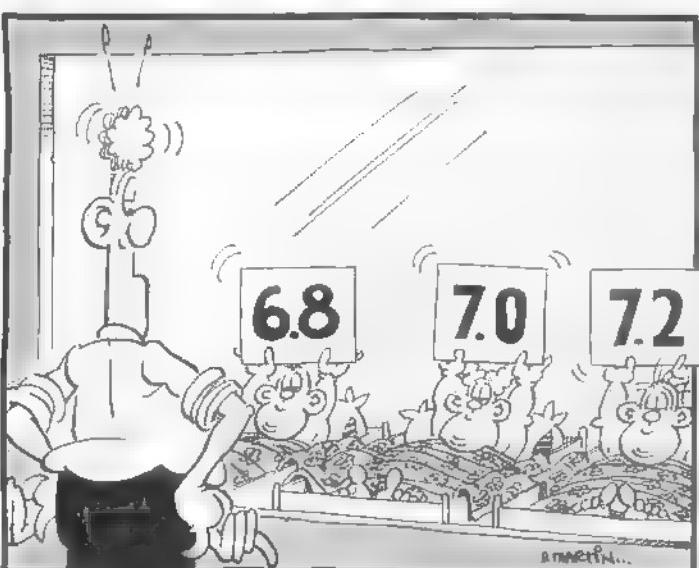
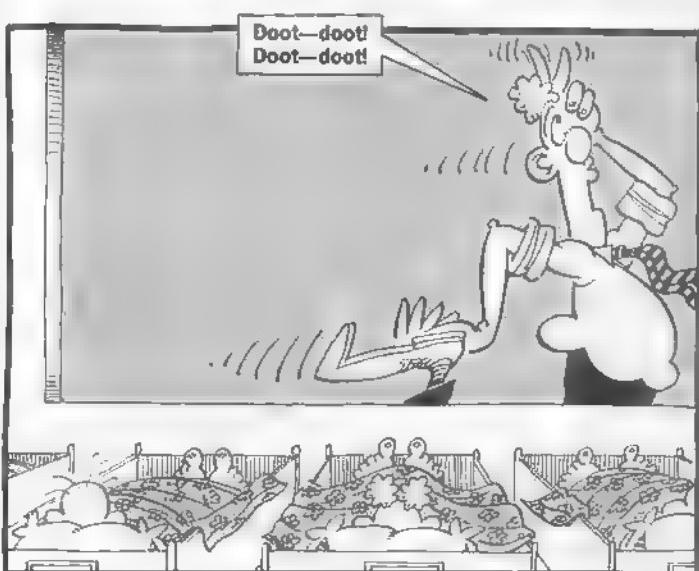
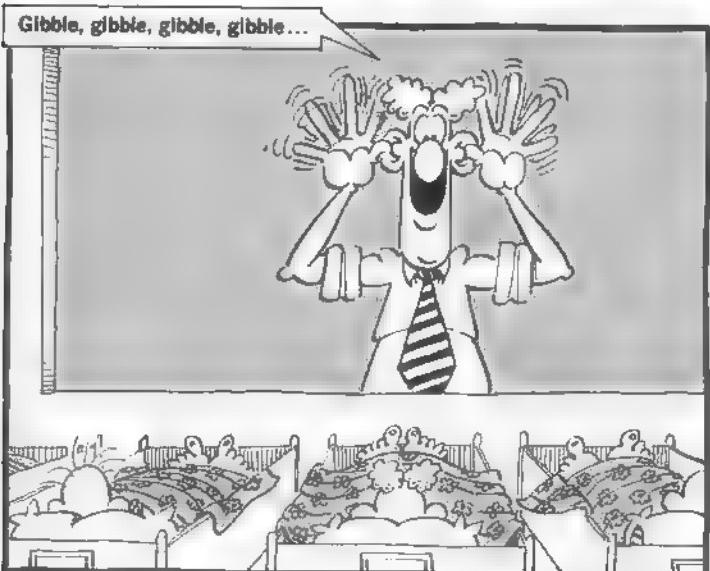
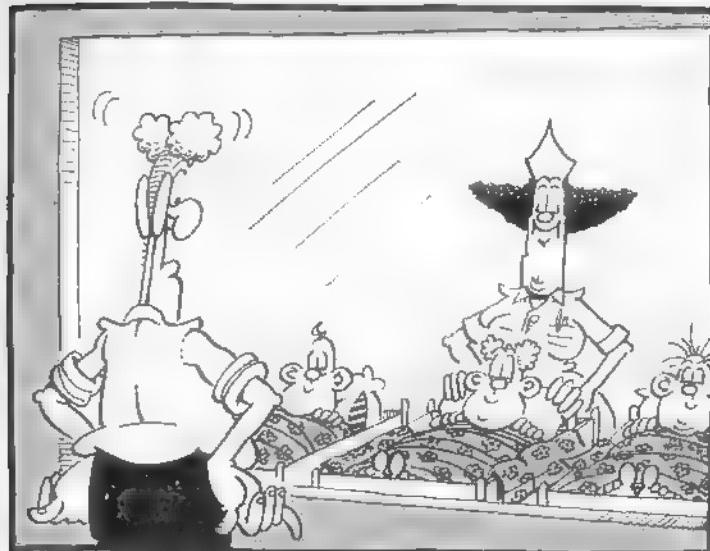




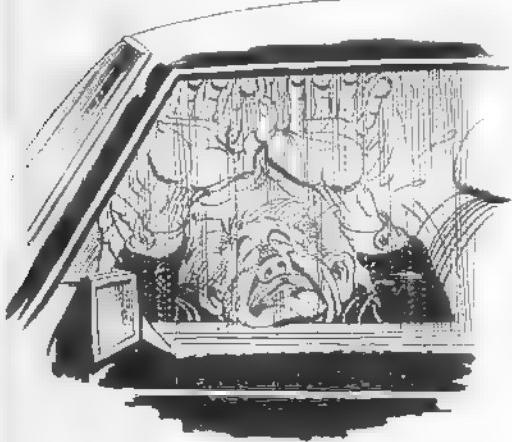




ONE FINE MORNING IN THE MATERNITY WARD



...a set of electrically powered car windows and door locks that doom you to a slow death if the battery ever fails while you're trapped inside.



...agriculture developed to the point where it can produce three crops of honeydew melons every summer—all of which are completely tasteless.

...a phone machine with enough tape to answer your phone for a month, causing your mother to be charged for dozens of toll calls without talking to you.



TECH—NO-LOGIC DEPT.

"State Of The Art" is one of those phrases advertisers like to label any new product. It sounds impressive, but what does it *really* mean? Not much! See what we mean as we examine just what...

STATE OF THE ART

ARTIST: GEORGE WOODBRIDGE



...a computerized auto ignition system that can only be repaired by a mechanic with a Ph.D. from a Japanese University.

...a portable cassette player with earphones designed so expertly that all other sounds are blocked out.



...an emergency spare tire that takes up 20% less space in the trunk, and takes you 99% fewer miles on the road.



...a lawn sprinkler system that turns on automatically at the same time each day—and soaks any poor wretch who is unlucky enough to be passing your yard.



...a diesel car that can travel 550 miles on a single tank—which is almost far enough to get you to the next station that sells diesel fuel.



...an amazing liquid vitamin that enables you to grow tomatoes twelve inches in diameter—and creates mutant worms twelve feet long to eat them.

THE ART IS...

WRITER: TOM KOCH



...a smog control device that reduces air pollution by fouling up car engines so much they won't run at all.



...a garage door that can be opened with a remote control device—except when you leave it inside the glove compartment, which is inside the car, which is inside the locked garage.

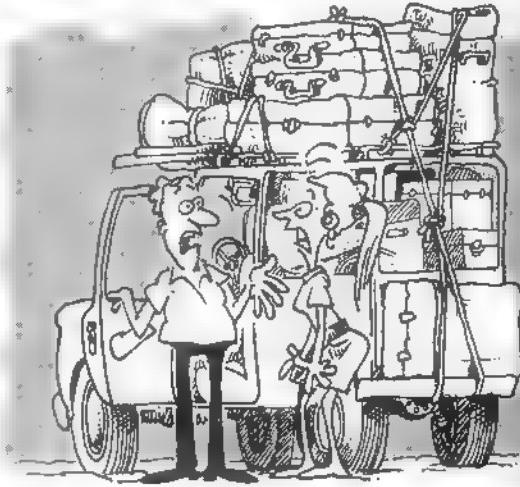
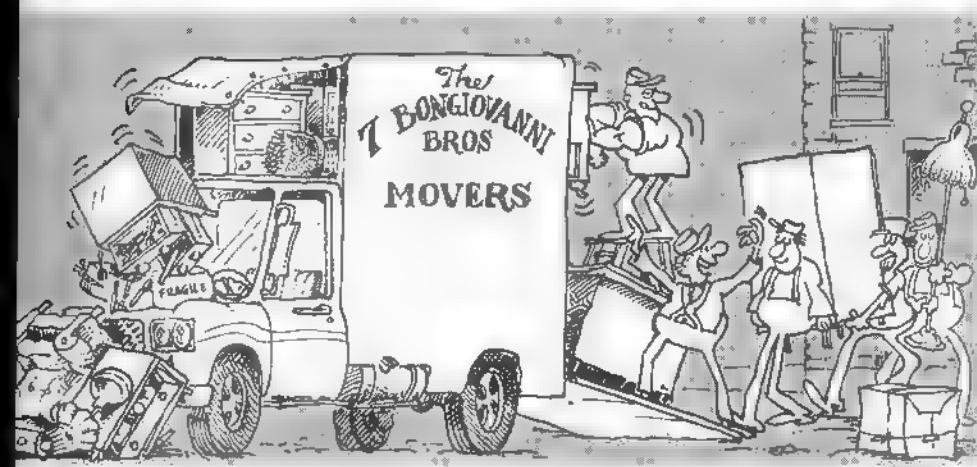


...a word processor that allows you to fix mistakes without retyping the whole page—assuming you can read and understand the whole instruction manual that tells you how to do it.



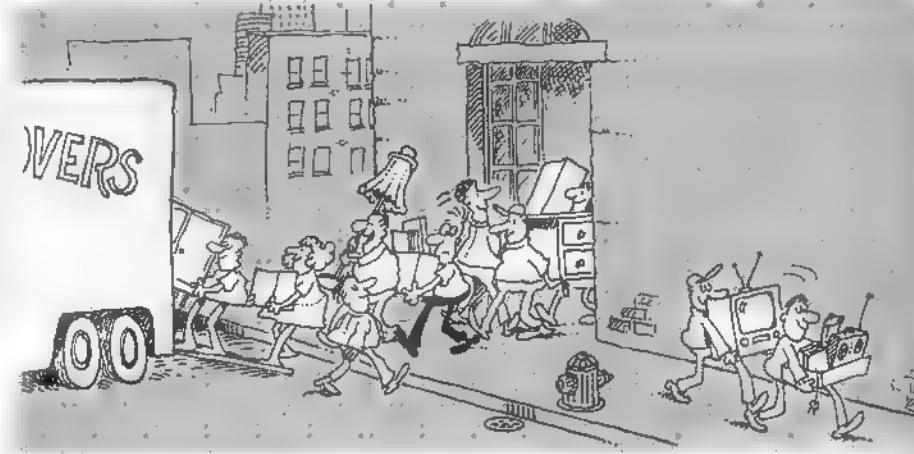
SERGIO ARAGONES DEPT.

A MAD LOOK AT



MOVING

MOVE



ARTIST AND WRITER: SERGIO ARAGONES



IMMIGRATING ON OUR NERVES DEPT.

A recent study has indicated that only one in twenty-three people actually read a Mad article's introduction. So, if you are reading this introduction right now, you're only one in twenty-three! But don't feel bad—the same study determined that two out of three Mad readers have watched the TV show the following satire is based on more than once! We find that news...

PERFECTLY

I'm Bullki Barfonomus! I really love Amerika, the land of opportunity! Only in Amerika can someone do what I did—take a two-minute bit part in a movie like "Beverly Hills Cop" and parlay it into my own TV show on the strength of my "acting skills"!

And I'm Leery, Bullki's distant cousin! Unfortunately I wasn't distant enough—Bullki found me!

I'm Mr. Twinkiesetter! I own this second-hand store in this second-hand building! The only thing I don't own is this character I play! That's second-hand, too, stolen from the role of the mean, rotten boss Louie on "Taxi," remember?

Bullki certainly didn't forget—he stole the Latki character's "foreign act" from the same show!

Not to mention the "alien in a strange land" bit from "Mork and Mindy"...



Strange

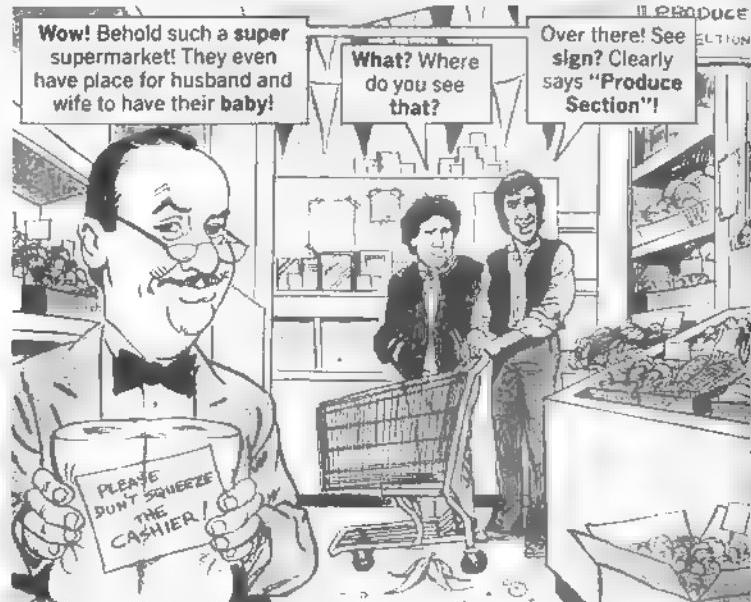
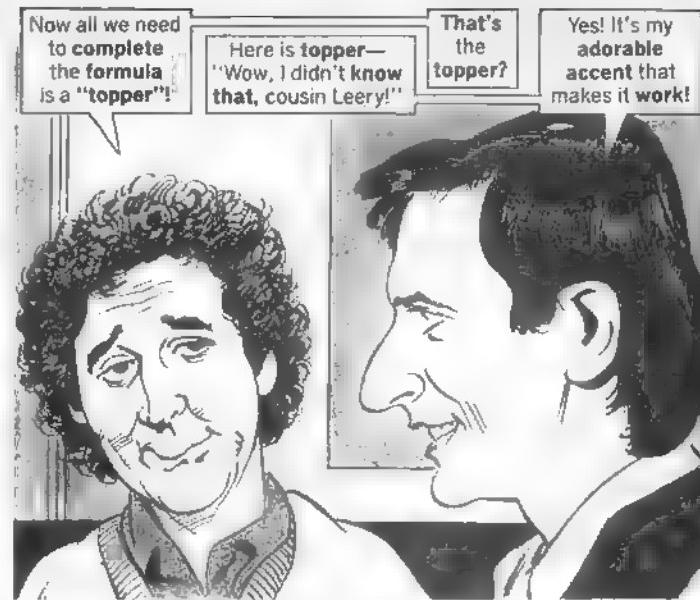
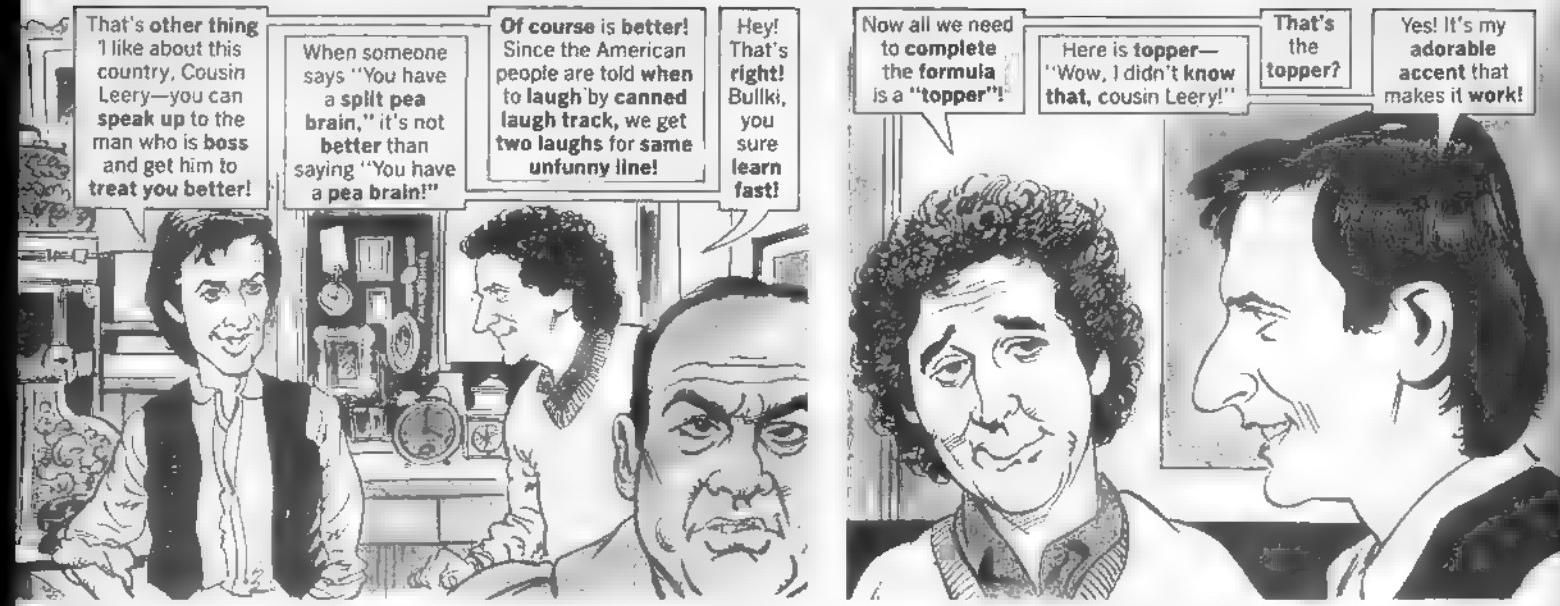
ARTIST: ANGELO TORRES

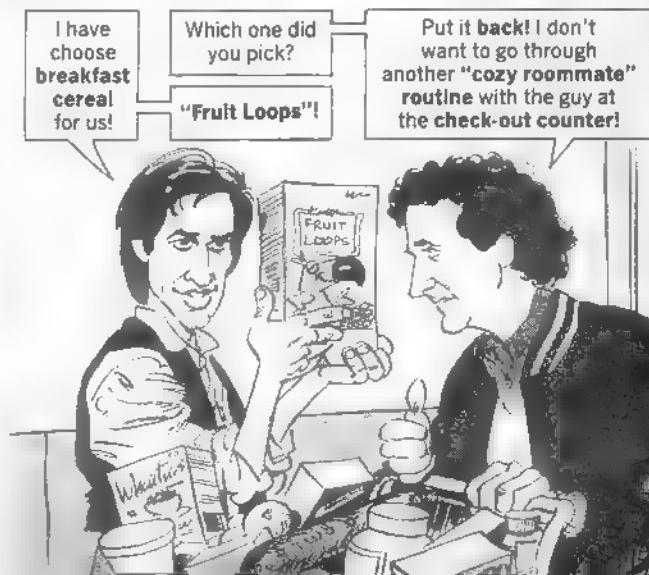
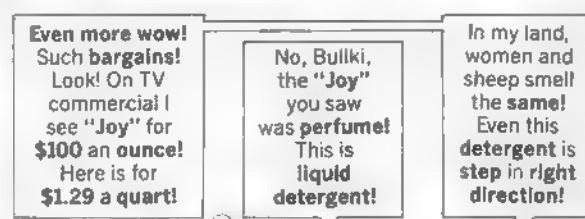
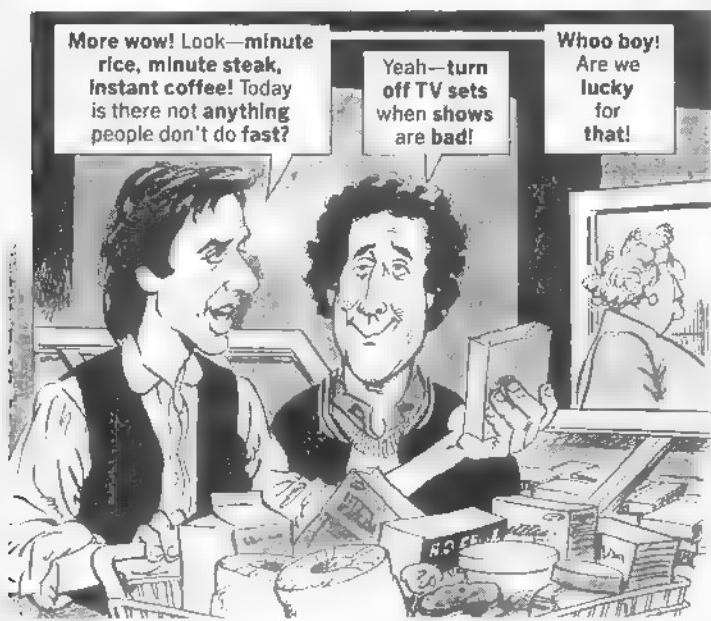
WRITER: DICK DEBARTOLO

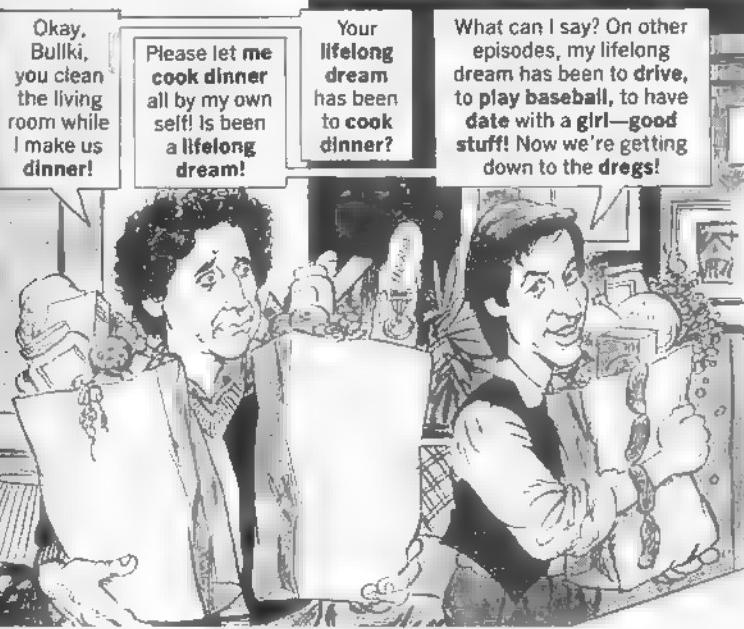
...and the "two incompatible guys living together" routine from the "Odd Couple"!

Oh yeah? Well if either one of those creeps becomes a black pediatrician I'll haul 'em into court!









THE SHAPE OF RINGS TO COME DEPT.

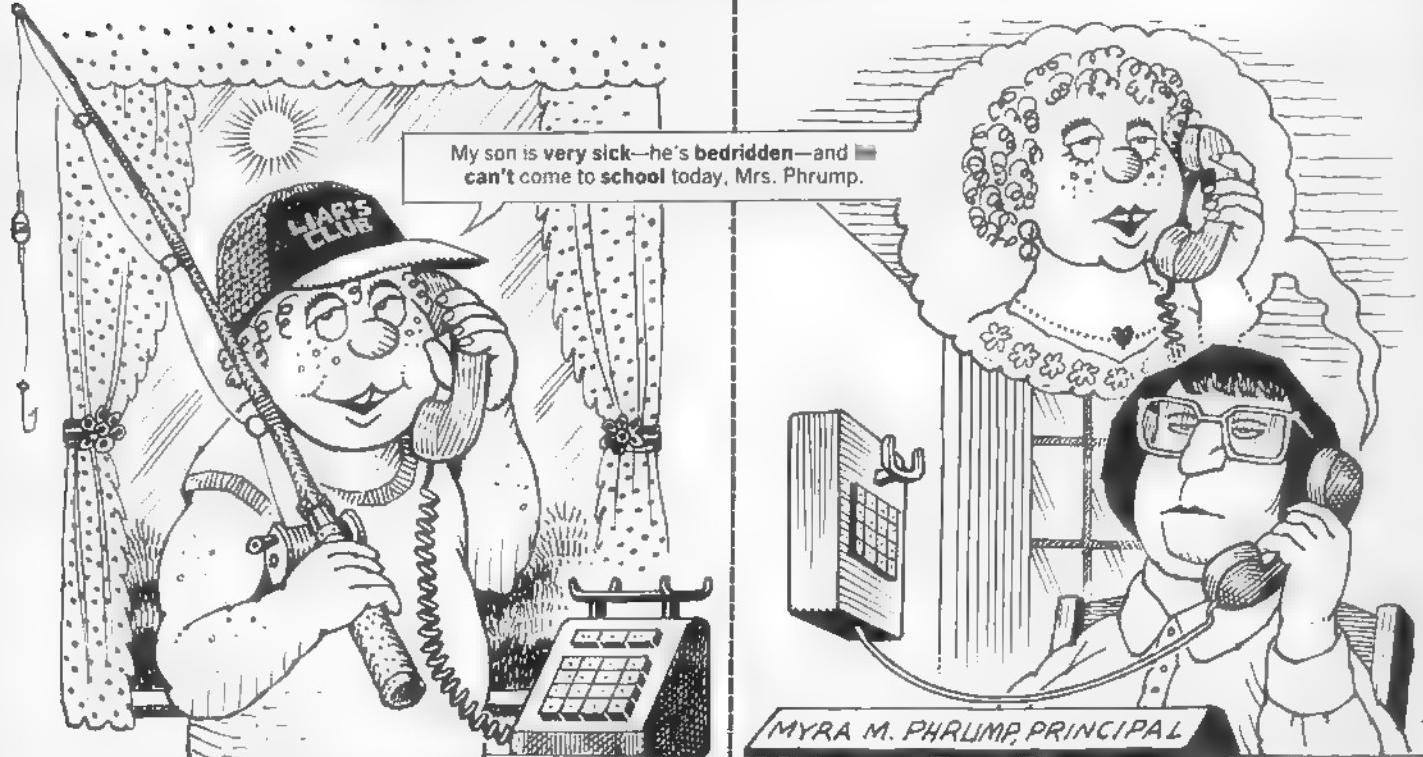
Used to be, only the phone company was in the phone business. But that made too much sense! So the government opened the field to anyone who could make the sound of a dial tone! The hot competition led to new services, like "memory dialing" and "call forwarding." We at MAD bet things will get even more advanced—or, as we like to say, "They have the technology; they can make it better!" Or can they?? Judge for yourself as you take a look at some of the

FUTURE PHONE GIMMICKS WE EXPECT TO SEE

ARTIST: AL JAFFEE

WRITERS: DICK DEBARTOLO AND AL JAFFEE

DISGUISE-A-PHONE



One press of a button instantly changes your voice into someone else's. Special fine tuning lets you re-create any voice perfectly. This device is invaluable for making authentic-sounding excuses in business, school and personal relationships.

DISTORTION-PHONE

If all your old friends live out of town, you probably spend hours and hours on the telephone. But you probably hate outrageous phone bills! Get Distortion-Phone!



Call your friend long distance and switch on Distortion-Phone. Speak normally. Its special circuits make your voice almost unintelligible.

Bob, I can't understand you.
Your voice is distorted. Hang up and let me call you back.



That's all there is to it! Sit back and relax. Your friend calls you back, and you only pay for the 20-second initial call!

TRANSLATE-A-PHONE



Hello, Moshe's Kosher
Deli? Send up two knishes,
one matzo ball soup, and...



With so many foreigners in the U.S., phone conversations are getting confusing, if not impossible! This little invention makes crazy vowels fun. It translates any language from speaker to receiver, and vice versa, faster than you can say, "Tomber my pantalon!"

PROXY-PHONE

Hi! This is Peggy in L.A.! Actually, it's just a recording—I'm sound asleep!
Wow! It must be 3AM there in New York!



Get to bed before 11PM and still save on long distance. Proxy Phone will place the call for you after rates go down. Just pre-record your message and program the number you want called. Great for beating the difference in time zones!

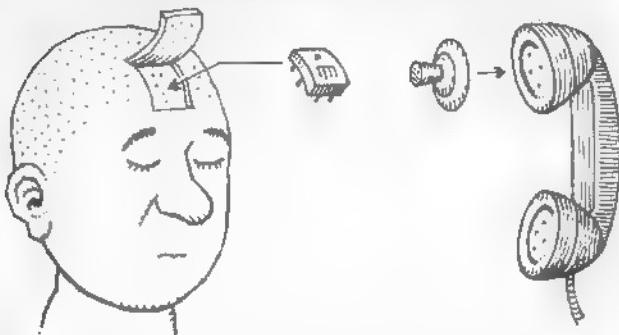
METER-PHONE

The donkey ran out when the cops arrived
—can you believe it?! Jim was still un-
conscious and he was sitting on my—"CLICK!"



Time is money! Keep track of every last penny with Meter-Phone. It tells you second by second how much you're spending. End mindless chatter. Set the alarm at a certain amount, for example, and cut your sister off at \$2.00!

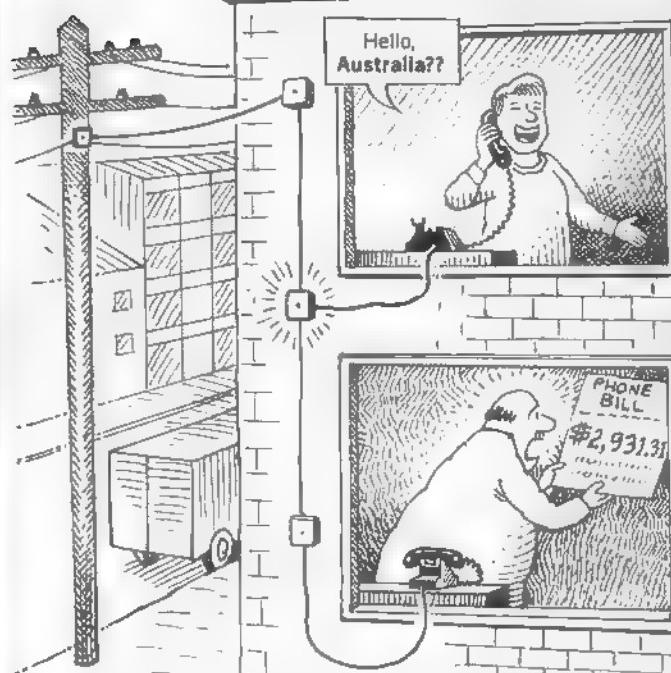
THINK-PHONE



Enjoy total privacy during calls. A surgical technique, similar to the one used for pacemakers, implants a tiny Think-Phone receiver/transmitter in the skull. Calls are made over thought waves. A must for spies, obscene phone callers and slobs who talk with their mouths full!!



TAP-A-PHONE



This money-saving device looks exactly like a piece of phone company equipment—but it's really a remote receiver. When it's clamped on someone else's line, you can make as many calls as you like, and the charges go to the tapped party!!

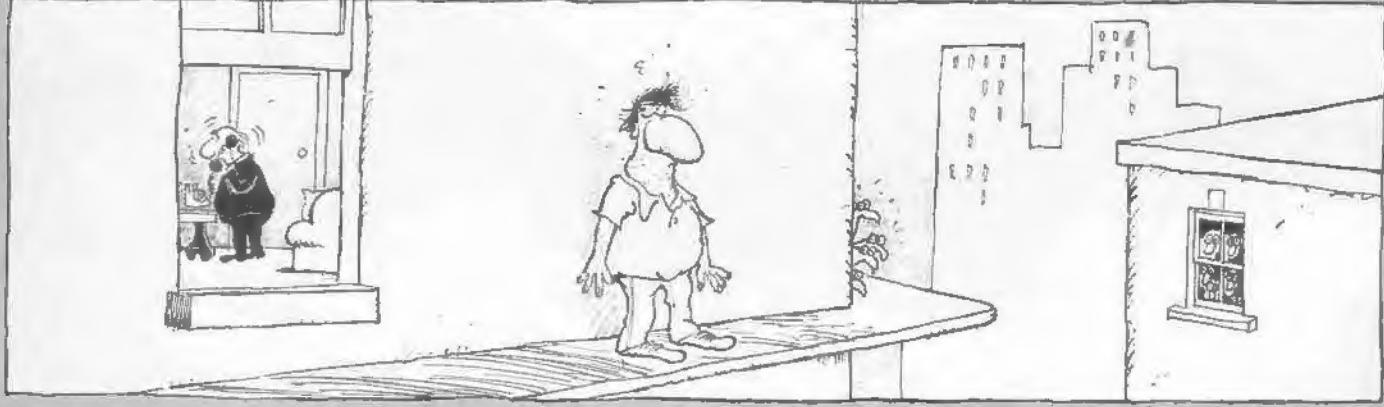
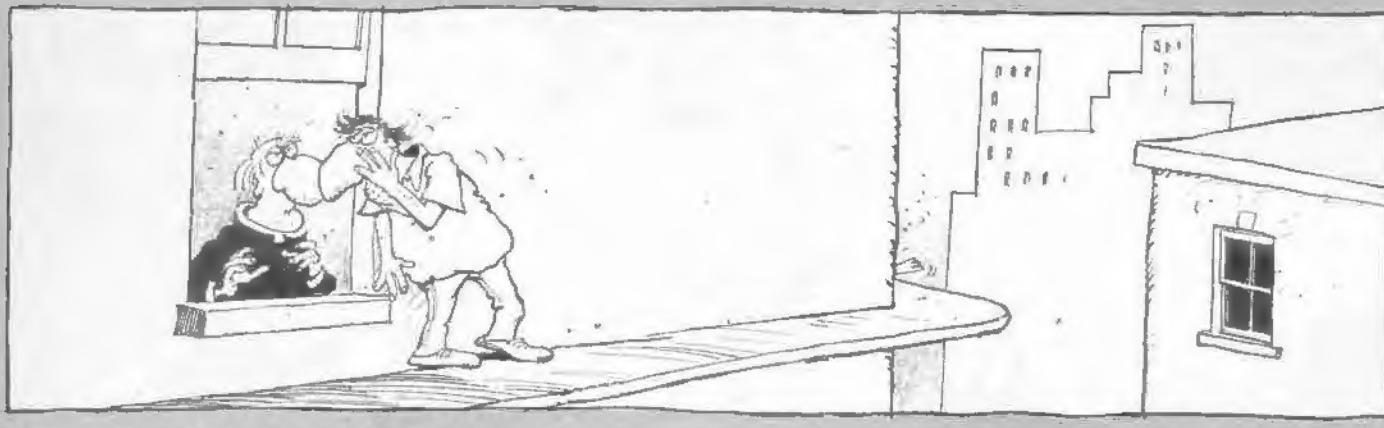
DESTRUCT-A-PHONE



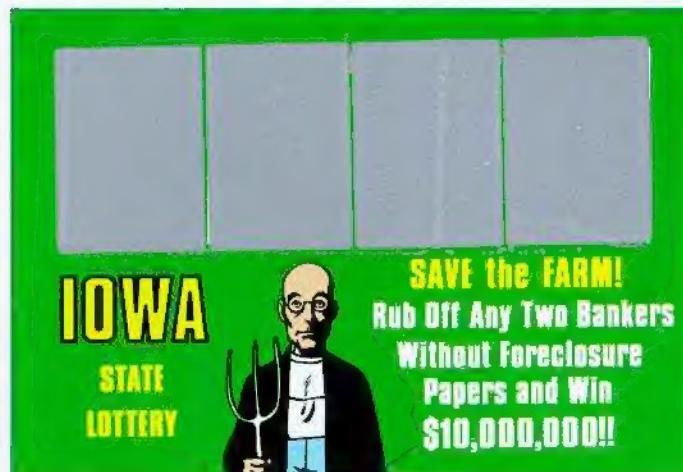
This handy attachment should cure certain phone abuses that have become all too common. Its special circuitry activates the moment a caller is put on "hold." If five minutes pass and the caller is still waiting, a severe electrical charge surges through the phone lines, shattering the telephone of the schmuck who put you on "hold." (The Deluxe model can be set to explode at the first sound of Muzak.)

UP, UP AND OY VEY DEPT.

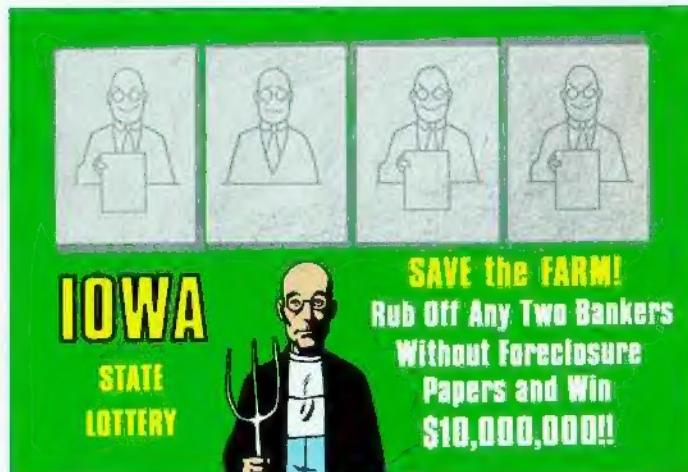
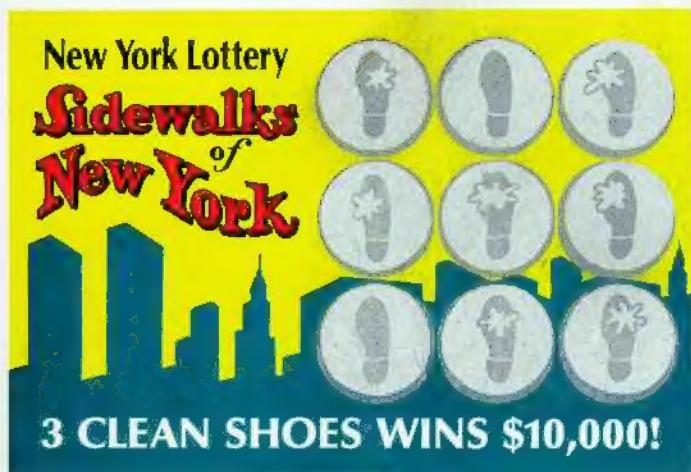
LIVING ON THE EDGE



Mad's Realistic State Lottery SCRATCH-OFF GAMES



Mad's Realistic State Lottery SCRATCH-OFF GAMES



WHAT'S THE
HOTTEST
NUMBER
IN
MERCHANDISING
TODAY?

HERE WE GO WITH ANOTHER RIDICULOUS
MAD FOLD-IN

Selling is the name of the game today.
To find out what the Hottest Number
in this area is, fold in page as shown.



FOLD PAGE OVER LIKE THIS!

A►

FOLD THIS SECTION OVER

◀B FOLD BACK SO "A" MEETS "B"

CRAZY ALFIE



DISPLAYING EVERY CONSUMER ITEM IS IMPRACTICAL
—AS SEEN HERE IN THIS PACKED STORE. IT IS IM-
PORTANT FOR BUYERS TO SHOP WITH CARE IF THEY CAN!

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